M E M O R A N D U M

DATE: September 14, 2020

TO: Members of the Planning Commission Working Group

             Rob Rose
             John Haldeman   Rich Krapf
             Julie Leverenz   Tim O'Connor
             Frank Polster   Barbara Null
             Glen Carter/ Ginny Wertman, CPT Representative

FROM: Ellen Cook, Principal Planner

SUBJECT: Work Session #6 – Preliminary Public Input, Process Information, and Population Chapter
             Materials

Today's work session marks the sixth meeting of the Planning Commission Working Group (PCWG) as James City County moves into Phase 4 of the Engage 2045 Comprehensive Plan update process, Affirming the Direction. This work session will be a joint meeting with the Community Participation Team (CPT), followed by an additional portion of the meeting for PCWG review of chapter material, as further detailed below.

At the PCWG's meeting in July, discussion continued on the two future land use scenarios - the existing trends scenario (Scenario A – Trend) and the public input scenario (Scenario B – Alternative). The consultant team presented and answered questions on the scenario growth maps and the land use, fiscal/facility, and travel demand model results. The consultant team discussed with the PCWG that one of the major objectives of the Exploring Our Alternative Futures Assembly and online engagement was to seek public input on the scenarios to determine a preferred scenario, and the PCWG reviewed the draft Metroquest Questionnaire which was designed to collect this input. In addition, the PCWG reviewed the draft Goals Questionnaires which was used to solicit input on potential refinements to the Comprehensive Plan Goals.

Since that time, the Exploring our Alternative Futures Assembly occurred on August 10th, and the timeframe for gathering public input online via the Metroquest and Goals questionnaires concluded on September 2nd. At this meeting, the consultant team will be presenting the preliminary public input results from the questionnaires. Additional analysis will be done by the Community Participation Team to summarize and theme the answers to the open-ended questions and this information will be brought back to the PCWG in the full context of an engagement summary report. Both as a concluding brief discussion with the CPT, and then as a more detailed discussion with the PCWG, the consultant team and staff will discuss the planned next steps for upcoming meetings and provide initial information about the approaches and materials that will begin to connect the public input received to date, including the input from the Exploring our Alternatives Futures process, to a preferred scenario concept and a preliminary policy and land use framework.

This meeting will also include the first review of initial Chapter material, starting with material for the Population Chapter. For both Population and the other upcoming chapters, these materials are envisioned as technical reports, rather than draft chapter text, with a focus on providing the PCWG with updated data and information on the chapter topics. As the process discussed in the previous paragraph proceeds, elements from the framework may be incorporated as draft chapter text is developed and refined. In

addition to the technical reports, the PCWG will see other elements as follows:
- A cover memo providing information on the chapter materials, and prompting PCWG thoughts for potential GSA revisions and potential questions for the upcoming final round of public input.
- A community guidance document which provides information pertinent to the chapter that has been collected to date.
- A Goals, Strategies and Actions (GSA) document which provides the GSAs as adopted in the 2035 Comprehensive Plan. Potential GSA revisions will be presented at a later stage in the process.
- Depending on the chapter, there may also be separate briefing papers covering particular topics relevant to that chapter.

Similar to our last three PCWG meetings, this meeting will be held electronically due to the COVID-19 pandemic and in accordance with the Continuity of Government Ordinance adopted by the Board of Supervisors on April 14. Staff will be sharing the Zoom meeting details for you to participate in the meeting remotely. Citizens will be able to submit comments prior to the meeting and view the meeting on the County's YouTube channel or public access cable channel TV48.

The Planning Team looks forward to hearing your thoughts as we prepare for the next phases of the Comprehensive Plan update process.

Attachments:
1. Agenda
2. Resolution
3. April 6, 2020 Meeting Minutes
4. May 6, 2020 Meeting Minutes
5. July 13, 2020 Meeting Minutes
6. Preliminary Public Input and Process Presentation
7. Upcoming Process Presentation

Agenda
Planning Commission Working Group
Joint Meeting with the Community Participation Team

September 14, 2020
4:00 p.m.

Held electronically pursuant to a Continuity of Government Ordinance adopted by the Board of Supervisors on April 14, 2020. The meeting will be accessible on public access cable channel TV48 or the County's YouTube channel (youtube.com/user/jamescitycounty). Citizen comments may be submitted via US Mail to the Planning Commission Secretary, PO Box 8784, Williamsburg, VA 23187, via electronic mail to community.development@jamescitycountyva.gov, or by leaving a message at 757-253-6750. Comments must be submitted no later than noon on the day of the meeting. Please provide your name and address for the public record.

I.   Establishment of Call and Resolution of Technical Issues

II.   Call to Order
       1. Planning Commission Working Group
       2. Community Participation Team

III.   Roll Call
       1. Planning Commission Working Group
       2. Community Participation Team

IV.   Adoption of Resolution for Electronic Meeting
       1. Planning Commission Working Group
       2. Community Participation Team

V.   Joint Meeting Agenda Item
       1. Preliminary Public Input and Process Presentation

VI.   Recess
       1. Planning Commission Working Group – recess for 5 minutes
       2. Community Participation Team - recess until 4 p.m. on September 17, 2020

VII.   Minutes
       1. April 6, 2020
       2. May 6, 2020
       3. July 13, 2020

VIII. Discussion of Upcoming Process

IX.   Population Chapter Materials

X.   Other Items for Discussion

XI.   Adjourn

R E S O L U T I O N

PLANNING COMMISSION WORKING GROUP VIRTUAL MEETING

WHEREAS, on March 24, 2020 the James City County Board of Supervisors (the "Board") adopted an emergency Ordinance to ensure the continuity of government in response to the coronavirus pandemic negatively affecting the health, safety, and welfare of the citizens of James City County (the "County"); and

WHEREAS, on April 14, 2020, the Board readopted the continuity of government Ordinance (the "Ordinance"), which, under certain circumstances, permits the Board and its subordinate boards, committees, and commissions to conduct regularly scheduled, special, or emergency meetings solely by electronic or telephonic means without a quorum of members physically present (a "Virtual Meeting"); and

WHEREAS, the Planning Commission Working Group is a committee of the Planning Commission, a subordinate appointed commission of the Board and is therefore eligible to conduct a Virtual Meeting; and

WHEREAS, the Planning Commission Working Group desires to conduct a Virtual Meeting on September 14, 2020 at which time those items listed on the agenda attached hereto (the "Agenda") will be considered; and

WHEREAS, each of the members of the Planning Commission Working Group have reviewed each of the items listed on the Agenda and have determined that consideration of each is necessary to ensure the continuation of the essential functions of the government during the emergency described in the Ordinance.

NOW, THEREFORE, BE IT RESOLVED that the Planning Commission Working Group of James City County, Virginia, hereby finds and declares that immediate consideration of each of the items set forth in the Agenda is necessary to ensure the continuation of essential functions of the government during the emergency declared by the Board and further described in the Ordinance.

_____
Rich Krapf
Chair, Planning Commission Working Group

ATTEST:

	VOTES		
	AYE	NAY	ABSTAIN
HALDEMAN	____	____	____
KRAPF	____	____	____
LEVERENZ	____	____	____
NULL	____	____	____
O'CONNOR	____	____	____
POLSTER	____	____	____
ROSE	____	____	____
WERTMAN	____	____	____

_____
Ellen Cook
Secretary to the Planning Commission
Working Group

Adopted by the Planning Commission Working Group of James City County, Virginia, this 14th day of September, 2020.

VirtualMtgPCWkrGrp-res

M I N U T E S
JAMES CITY COUNTY PLANNING COMMISSION WORKING GROUP
REGULAR MEETING
**Held electronically pursuant to Emergency Ordinance adopted by the
Board of Supervisors on March 24, 2020. The meeting shall have a
live audio and video broadcast accessible through the County website
www.jamescitycountyva.gov and public access cable channel
television 48. Citizen comments may be submitted via US Mail to the
Planning Commission Secretary, PO Box 8784, Williamsburg, VA
23187, via electronic mail to
community.development@jamescitycountyva.gov, or by leaving a
message at 757-253-6750.**
April 6, 2020
4:00 P.M.

I.   CALL TO ORDER

Mr. Rich Krapf called the meeting to order at approximately 4:00 p.m.

ROLL CALL

Present:
Jack Haldeman
Rich Krapf
Julia Leverenz
Barbara Null
Tim O'Connor
Frank Polster
Rob Rose

Absent:
Glen Carter

Staff:
Paul Holt, Director of Community Development
Tammy Rosario, Assistant Director of Community Development
Tom Leininger, Planner

Other:
Vlad Gavrilovic, EPR
Todd Gordon, EPR
Leigh Anne King, Clarion Associates
David Henning, Clarion Associates

II.   MINUTES

1.   February 3, 2020 Minutes

     Mr. Jack Haldeman made a motion to Approve the February 3, 2020, meeting minutes.

     The motion passed 7-0.

III.   NEW BUSINESS

Ms. Tammy Rosario stated that it was the third meeting of the Planning Commission Working Group (PCWG) for the Comprehensive Plan update process. She stated that the objective of the meeting would be to get input and affirmation for the draft scenario narrative.

1.   Comparing County Goals and Public Input Themes

Ms. Rosario stated that the Engage 2045 process emphasizes public engagement. She reviewed the goals that were part of the Towards 2035 Comprehensive Plan.

Ms. Leigh Anne King reviewed the goals and public input themes from the 2035 Strategic Plan.

Ms. Rosario explained the relationships between the goals and public input themes from the 2035 Strategic Plan and the Towards 2035 Comprehensive Plan.

2.   Building the Draft Scenario Narratives

Mr. Vlad Gavrilovic stated that scenario planning would help the County understand the implications of different land use and related policy directions. He stated that there were two suggested scenarios. He stated that one would be a continuation of present trends and the other scenario would be guided by public input.

Ms. King presented the draft potential scenario themes for the existing trend scenario and the public input scenario. She stated that the existing trend scenario themes were based on current land use trends. She stated that the public input scenario themes included greater protection for rural lands and a focus on infill developments, redevelopment and economic development within the Primary Service Area (PSA).

Ms. Julia Leverenz asked how the categories listed in the draft potential scenario themes were related to the public input themes.

Ms. King stated that themes listed in each category were from the public input themes while the categories were just grouping the themes.

Ms. Leverenz stated that the connections between the public input themes and the categories should be identified so that the PCWG can ensure that all the public input themes are accounted for.

Mr. Frank Polster agreed.

3.   Developing Performance Indicators

Mr. Gavrilovic stated that the scenarios will be tested using performance indicators. He stated that they will be testing how well the scenarios meet the County's goals reflected in the public input themes. He presented a list of performance indicators for each of the public input themes. He presented an example of how the scenario narratives will be translated into models. He presented examples of how the scenarios can be compared based on the performance indicators. He stated that the comparisons will show the fiscal, land use and transportation impacts of the scenarios.

Mr. Polster asked if the scenarios would change the place types from the current land use

designations shown on the Towards 2035 Comprehensive Plan Land Use Map.

Mr. Gavrilovic stated that the scenario that is based on present trends would use place types that correspond to existing land use designations and that the scenario based on public input could alter place types.

4.   Next Steps

Ms. Rosario stated that the County is currently in the second phase of the comprehensive plan update process. She stated that a public input event would be held in the summer to get feedback on the results of the scenarios. She stated that the PCWG could ask further questions related to the scenario modeling process. She stated that they would take time at the end of the meeting to ask a set of questions to the PCWG.

Mr. Krapf stated that the maps created from the scenarios will be helpful for the process.

Mr. Rob Rose asked if there had been any discussion of promoting carbon neutrality and renewable energy sources as part of protecting the natural environment.

Mr. Gavrilovic stated that some public input had been received related to those ideas. He stated that performance indicators could be created related to renewable energy sources and that carbon neutrality could be addressed through the transportation model.

Mr. Polster asked how the scenarios would account for the future demand and supply of affordable housing.

Ms. King stated that those questions may be addressed through the fiscal impact model.

Mr. Gavrilovic stated that the fiscal impact model would use current costs. He stated that the scenario based on public input could include additional affordable housing which would be entered into the fiscal impact model.

Mr. Polster asked if the models would account for the effects of impervious surfaces on watersheds.

Mr. Gavrilovic stated that the models would consider the overall impervious areas of each watershed but would not be a precise tool for measuring the impacts of specific developments.

Mr. Tim O'Connor stated that it is important to have a consistent definition for rural lands. He asked what areas were considered to be rural lands in the information that had been presented.

Ms. King stated that rural lands are generally outside of the PSA.

Ms. Rosario stated that it would be important to consider if there are any differences in how the planning team defines rural lands and how the public defines rural lands.

Ms. King asked if there were any further discussion.

There were none.

Ms. King stated that there were three discussion topics for the PCWG to respond to.

- Guidance/affirmation from the PCWG on the Process

  Mr. Krapf stated that it is a good idea to use the current comprehensive plan as a baseline and compare with public input. He stated that he would like further information about the scenarios and models.

  Mr. Haldeman stated that a few of the comprehensive plan goals should be more specific. He stated that they could be looked at once the results of the scenario modeling have been analyzed. He stated that there should be performance indicators for impervious surface, affordable housing and economic development.

  Mr. Rose stated that it could be beneficial to have more than two scenarios. He asked if additional scenarios were considered.

  Mr. Gavrilovic stated that the idea of having two scenarios was to have one to reflect current trends and one to comprehensively address public input themes.

  Ms. Leverenz stated that linkages should be clearly shown between public input themes and performance indicators.

  Ms. Barbara Null agreed.

  Mr. O'Connor stated that the two proposed scenarios would not address potential future development trends. He stated that higher density housing developments are rising in popularity and could be important to address affordable housing.

  Mr. Gavrilovic stated that the models could incorporate development best practices that fit the County.

  Mr. Polster stated that it was important to trace the public input themes throughout the Comprehensive Plan. He stated that it is important to explain the limitations of the models to the public.

- Guidance/affirmation from the PCWG on the Draft Scenario Narratives – do they ask the questions we want answered?

  Mr. Krapf stated that many of the answers to the first question were relevant to the second question.

  Mr. Polster stated that the draft performance indicators would not entirely show if the public input themes were achieved.

  Ms. Leverenz stated that the goals from the Towards 2035 Comprehensive Plan were being carried forward, but it might make more sense to start with the public input themes as the goals.

  Mr. Haldeman stated that some of the goals from the Towards 2035 Comprehensive Plan should be improved.

  Mr. Polster stated that linkages should be established between the strategic plan and the comprehensive plan.

  Mr. Krapf stated that using the goals from the Towards 2035 Comprehensive Plan will allow citizens to compare against the public input themes.

Ms. Rosario stated that the goals could be reevaluated using public input.

Ms. King stated that validating the public input themes and scenario narratives at a public meeting would help in evaluating the goals.

Mr. Polster asked what the timeline was to present the materials to the public.

Mr. Gavrilovic stated that public meetings will be held in the summer and fall.

- Any other guidance on what questions we want to ask the public about the Scenarios this summer?

  Mr. O'Connor stated that there should be public input about the importance of high-quality education.

  Ms. King stated that education could be considered when reviewing the goals.

IV.   OTHER ITEMS FOR DISCUSSION

Mr. Krapf asked if there was any further discussion.

There was none.

V.   ADJOURNMENT

Ms. Leverenz made a motion to Adjourn. The motion passed 7-0.

Mr. Haldeman adjourned the meeting at approximately 6:20 p.m.

M I N U T E S
JAMES CITY COUNTY PLANNING COMMISSION WORKING GROUP
REGULAR MEETING
Held electronically pursuant to a Continuity of Government
Ordinance adopted by the Board of Supervisors on April 14, 2020.
The meeting will be accessible on public access cable channel TV48or
the County's YouTube channel
(youtube.com/user/jamescitycounty).Citizen comments may be
submitted via US Mail to the Planning Commission Secretary, PO
Box 8784, Williamsburg, VA 23187, via electronic mail to
community.development@jamescitycountyva.gov, or by leaving a
message at 757-253-6750.Comments must be submitted no later than
noon on the day of the meeting. Please provide your name and
address for the public record.
May 6, 2020
4:00 P.M.

I. ESTABLISHMENT OF CALL AND RESOLUTION OF TECHNICAL DIFFICULTIES

Mr. Rich Krapf called the meeting to order at approximately 4:00 p.m.

II. CALL TO ORDER

Present:
Jack Haldeman
Rich Krapf
Julia Leverenz
Barbara Null
Tim O'Connor
Frank Polster
Rob Rose
Ginny Wertman

Staff:
Paul Holt, Director of Community Development
Tammy Rosario, Assistant Director of Community Development

Other:
Vlad Gavrilovic, EPR
Todd Gordon, EPR
Leigh Anne King, Clarion Associates
David Henning, Clarion Associates

III. ADOPTION OF RESOLUTION FOR PLANNING COMMISSION WORKING GROUP ELECTRONIC MEETING

Mr. Jack Haldeman made a motion to Adopt the resolution.

The motion passed 8-0.

IV. DISCUSSION OF KEY ISSUES AND QUESTIONS AND QUESTIONS RELATED TO

COMPREHENSIVE PLAN DEVELOPMENT AND COMMUNITY ENGAGEMENT

Mr. Krapf stated that the purpose of the meeting was to identify important issues that should be addressed in the comprehensive plan.

Ms. Tammy Rosario led the Planning Commission Working Group through a discussion of important issues for different sections of the comprehensive plan and recorded notes which have been included as Attachment #1.

V.   OTHER ITEMS FOR DISCUSSION

Mr. Krapf asked if there was any further discussion.

There was none.

VI.   ADJOURNMENT

Ms. Leverenz made a motion to Adjourn. The motion passed 8-0.

Mr. Haldeman adjourned the meeting at approximately 5:40 p.m.

Attachments
1.   PCWG Discussion Notes 5/6/2020

1/7 - Environment (4:15-4:30)

1. Watershed Planning (Mr. Polster)
    a. have a robust process and investment in fixing problems already (technical approaches)
    b. also looking for ways to preserve pristine areas of the County using watershed zoning and planning to put limits on impervious surface levels per sub-watershed
    c. will need to have other tools to help accomplish this as well (AFDs, PDRs for preservation, etc.)
    d. make linkage to land use map (reference existing and expected impervious surface levels), followed by approval of Board, incorporation into the Zoning Ordinance
    e. overall, looking for ways to protect pristine/sensitive areas downstream of development
    f. Dr. Rose – there could be other environmental indicators to measure health of ecosystems: deforestation, forest change,
2. Equine Stocking Rate (Mr. Polster)
    a. Consider Zoning Ordinance amendments that reflect recommendations of the Colonial Soil and Water Conservation District
3. Lower Chickahominy Watershed Study (Mr. Polster)
    a. Consider various strategies for preserving this area to the County (6 noted in report)
4. Flooding, sea level rise (Ms. Leverenz)
    a. All of the above (transportation and property impacts and others)
    b. Are there areas where we should be looking and working with property owners to plan for and keep them safe (could include moving uses)?
    c. Dr. Rose – this is a critical issue. Green infrastructure planning could be a really important

and beneficial way to mitigate this and to improve overall environmental health and quality

   d. Mr. Polster – some projects are already on the books to help, but this is the first time our CP can really adjust the CP and address this issue directly across sections with respect to transportation infrastructure and safety for neighborhoods,

   e. Mr. O'Connor - Could revisit work that Christy Parrish and others did on floodplains

What guidance do you need from the community on environment issues to help inform policy direction?

- Mr. Polster – In preserving the areas of the County exercise, there is a need for education to show that many of them intersect with environmentally sensitive areas, the things the County has done to preserve those areas, and their significance both economically and environmentally. It would go to the funding piece and why this is a value. Lower Chick can be a good case example.

- Ms. Leverenz – Water quality vs. water availability: Wondering how important of an issue this is to the community?

- Mr. Krapf – Any support from the community (insurance liability-wise with respect to sea-level rise) for the County taking a more aggressive stance on restricting commercial or residential development in certain areas or raising taxes to address areas that may be impacted by sea level rise? Would the public be receptive to a broader approach?

- Ms. Wertman - Can we build details on the gap between level of importance/satisfaction on water quality (95% important, 80% satisfaction)?

2/7 - Housing (4:30-4:40)

1. Housing Authority (Mr. Krapf)
   a. Would JCC benefit from establishing a Housing Authority (Williamsburg has one) to manage the workforce/affordable housing issue? What would be involved? Would it solve a problem? What allowed Williamsburg to do it?
   b. Does this concept lend itself to public-private partnership with JCC owning the properties and providing maintenance services? Does it put the County in a landlord position? Does the County have the staff for any responsibilities?
2. County-wide overlay(s) to target land conservation and affordable housing sites (Ms. Leverenz)
   a. Take a stab in the land use section of doing an overlay, identifying those areas where it make the most sense for affordable housing given proximity to public transportation, etc.
3. County should do work necessary to establish policies recommended by the WHTF report and incorporate into CP (Ms. Wertman)
   a. Examples: mobile home parks, use of County land, voluntary inclusionary zoning, housing trust fund, accessory dwelling units
4. Are we going to have a HOP and what would be the details? (Mr. Polster)

What guidance do you need from the community on housing issues to help inform policy direction?

1. Mr. O'Connor – whether people would be supportive of development applications that are 100% devoted to such units or would there be preference for more mixed income/mixed cost units?

2. Mr. Haldeman - Would people be willing to spend some/more locality funds (if any) or to reallocate existing funding to address this issue?

3. Mr. Leverenz - Would people prefer to have the affordable units (moderate to high density) ear low density neighborhoods? (NIMBY)

3/7 – Economic Development (4:40-4:50)

1. Public-Private Partnerships (Mr. Krapf)
   a. Could the County take a broader or more pro-active approach on potential projects that might have substantial public benefit (such as revitalization of Toano) that might be on properties other than those that are on County land?
   b. Should there be weighting and scoring criteria - much like we use for CIP - to identify projects or geographic areas that could benefit the project and the County in such a partnership?
   c. If so, should the Office of Economic Development spearhead an effort to assist the developer and bring economic resources and potential investors to the table?
   d. What are best practices in other jurisdictions in Virginia or nationally where this concept works?
   e. Good examples and research out there on best practices
2. Through EDA or County, consider creating a restaurant district, with shops, that could provide park and walk opportunities (such as from library, waterways) could be ideal for restaurants and other ventures that lend themselves to these types of partnerships, like Jamestown Beach. (Mr. O'Connor) Good idea to research best practices and explore models to adopt like enterprise zones that could be applied on a County-wide basis with incentives. (Mr. Krapf)
3. Make linkage to BCTF report criteria throughout any discussion on jobs and types of businesses we'd like to attract. (Mr. Haldeman)
   a. Sync up with EDA and OED's targeted sector study and desired job generation (Mr. Holt)
   b. Agree on definition of what we mean by attracting new jobs and new businesses with more specificity (Mr. Haldeman)

    c. Talk about education and importance of technical education and other opportunities (noting lack of them nearby) and make more concrete references in our GSAs

4. ED goal needs reworking (Mr. Haldeman)
5. Need to think through the dramatic changes in the retail industry and impact as a mainstay to our economy. (Mr. Haldeman)
6. Need to consider the impacts to businesses with the planned increases in the minimum wage (outsourcing labor, increased use on technology). (Mr. Haldeman)

What guidance do you need from the community on economic development issues to help inform policy direction?

- Dr. Rose – What does the community support as far as priorities for ED? (ED means different things to different people.)

- Mr. Haldeman – How do we find out what parts of our CP are at odds with citizen wishes (e.g., Ironbound, Oakland development apps)?

- Mr. Krapf - What other types of new revenue stream from an ED standpoint would be welcome here in the County? How would they prefer staff go about developing that (perhaps technology parks) to foster/ promote revenue streams that less reactive to economic downturns?

4/7 – Community Character (4:50-5:00)

1. Scenic easements along CCCs or roads with exceptional viewsheds – purchase of development rights vs. legislated setbacks. Pluses? Pitfalls? Costs? Other localities' experiences? (Mr. Krapf)
2. Forge Road (and other rural views like Croaker Rd.) (Mr. O'Connor)
   a. Cluster overlay or other long-term plan to protect those views are needed (solar farms could intrude on the viewsheds)
   b. What do we want to protect - views or rural lands – and employ a strategy to protect that
   c. Better defined rural lands
3. Other open space/PDR issues (Mr. O'Connor)
   a. If that is the direction of the county, eligible parcels should be better defined
   b. Parcels outside PSA and are limited by topography or zoning and are not in danger of being developed should not qualify
   c. Must have rigorous guidelines, require tangible or measurable public benefit (Mr. O'Connor, Mr. Krapf)
   d. Public hearings might need to be required for PDR applications (Mr. O'Connor, Ms. Leverenz)
4. Land conservation tools - clarify distinctions, duplication/overlap, costs, benefits in one place versus another, define a target/overlay area and tools (Ms. Leverenz)
5. What is our community character? How can it be defined by the community and then be addressed in each section of the plan? Look at how they interact rather than being separate issues. (Dr. Rose)
6. Lower Chickahominy Study was a good example to gauge whether that was an area where people want preservation and what strategies to employ. (Mr. Polster)
   a. Programs should be connected and strategically employed.

PCWG DISCUSSION NOTES 5/6/2020

What guidance do you need from the community on community character issues to help inform policy direction?

- Would the citizens be willing to pay more in taxes, allocate resources differently, or support a bond referendum to preserve land? (Ms. Leverenz)

- What exactly do people want to preserve (viewsheds, land, etc.)? (Mr. O'Connor)

- Efforts to preserve rural lands was a big gap area (Ms. Wertman)

    o How much do people know regarding what's been done?

    o How accurate are the survey results?

    o What are the details about the gap? What more do they want done?

5/7 – Transportation (5:00-5:10)

1. Sea-level rise and flooding (Mr. Polster)
   a. Examples: Colonial Parkway, Jamestown area local roads, Jamestown Rd over Powhatan Creek, roads in Governor's Land
2. Urban Development Areas (Mr. Polster)
   a. Hear a bit more about each of the 11 areas and their relationship to Hazelwood and Anderson Corner EO areas
   b. Also the relationship to modeling
3. Rochambeau Rd. from Croaker Rd. to Clover Leaf Lane (Mr. Polster)
   a. Hear more discussion on improving this segment as it has become an alternative route b/t I-64 and Rt. 60
   b. It's narrow and dangerous and should be fixed
   c. Have we shot ourselves in the foot by closing off an alternative (Mooretown Rd Ext) with recent solar farm development app? (Mr. O'Connor)
4. General congestion problems on Route 60 and Monticello that are not really fixable through transportation solutions. What land use mitigation strategies are needed to address them? (Mr. Haldeman)
5. Emphasize connectivity, alternate transportation modes (Ms. Leverenz)
6. We hear about bike lanes trend toward walkability, compact communities with sidewalks. Will that be popular here given our age demographics and the projections and our housing development issues? (Ms. Wertman)
7. Do we need to plan for electric and autonomous cars? (Ms. Leverenz)

What guidance do you need from the community on transportation issues to help inform policy direction?

- Helpful to know where people anecdotally find the bottle-necks (Mr. O'Connor)

- What are people thinking about in terms of walkability and public transportation and where improvements can be made? (Dr. Rose)

- Will people want golf carts, scooters, and electric recharging station in parking lots? (Ms. Leverenz)

6/7 – Land Use (5:10-5:20)

1. Mooretown Rd./Hill Pleasant Farm (Mr. Polster)
   a. Re-examine the appropriateness of EO designation
   b. Incorporate this into the modeling
   c. LOS was not improved on surrounding roads with Mooretown Rd extension. Bigger impact from reduction of development.
   d. Building the extension would exacerbate traffic problems – take out full connection or at least portion that goes to Rochambeau (Mr. Haldeman)
2. Either extend utilities to serve designated Economic Opportunity zones, or only have EO inside PSA (Ms. Leverenz)
3. Economic Opportunity Zone (Mr. O'Connor)
   a. Density
   b. Increased residential opportunity consistent with Smart City Design concepts
   c. Increased vertical for more cost efficient construction and create additional affordable housing opportunities
   d. Remove certain uses (residential and childcare, refer to recording for additional ones) from the zoning/ lu designation for the Barhamsville interchange to maximize its value (best for offices and light industry but not other uses that will just create traffic (Mr. Haldeman)
   e. For Barhamsville and Anderson's Corner Area, have models show them as MCR and MCI to see the different (Mr. Polster).
   f. Eliminating housing from these areas could have negative effect on road network as it would eliminate walk to work (Mr. O'Connor)

4. Incentive for sustainability/modern technology driven construction (Mr. O'Connor)
   a. energy
   b. material
   c. most sustainability in modern construction has a greater impacts on regional level vs. local level
5. Short-term rentals (Mr. O'Connor)
   a. What role do they play in our local economy?
   b. Should there be limit to number or locations?
   c. What is public benefit - i.e. creation of jobs with benefits, support of sports or agritourism?
6. Expiration dates on tourist home SUPs; review tourist home standards (Ms. Leverenz)
7. Ft. Eustis military overlay district (Ms. Leverenz)
8. Promote workforce housing and economic opportunities (such as grocery store) in the general industry land use area of Grove through land use changes (Mr. Haldeman)
9. What is the deliverable in our consultant contract on the PSA, whether to expand it or keep it as is? (Mr. Polster)

What guidance do you need from the community on land use issues to help inform policy direction?

- On HPF and Mooretown Road, what do they think about keeping it rural and outside PSA versus developing it? (Mr. Polster)

- Is the community supportive of the County extending utilities to Barhamsville interchange properties to prepare it for economic opportunity (appropriate to be in PSA, appropriate for County to spend resources to incentivize this and provide affordable housing and a grocery store up there)? (Ms. Leverenz, Mr. Polster)

- Do we know whether the community supports expansion of the PSA? If so, where? (Ms. Wertman)

- What reconsideration of the PSA line should there be based on patterns of development since it was drawn? Adjustments vs. redrawing? (Mr. Krapf) Contraction? (Ms. Wertman)

- What support is there for lowering the density in rural lands? (Ms. Leverenz)

- We need more community preference information on mixed use and mixed density developments. (Ms. Wertman)

7/7 – Other topics: Population, Population Needs, Public Facilities, Parks and Rec, Miscellaneous (5:20-5:30)

1. Impact fees vs. proffers, using quantified cumulative impact on infrastructure (Ms. Leverenz)

What guidance do you need from the community on other topics to help inform policy direction?

- May be difficult to educate citizens sufficiently, but there could be cost information that can be shared (Ms. Leverenz)

M I N U T E S
JAMES CITY COUNTY PLANNING COMMISSION WORKING GROUP
REGULAR MEETING
Held electronically pursuant to a Continuity of Government
Ordinance adopted by the Board of Supervisors on April 14, 2020.
The meeting will be accessible on public access cable channel TV48 or
the County's YouTube channel
(youtube.com/user/jamescitycounty).Citizen comments may be
submitted via US Mail to the Planning Commission Secretary, PO
Box 8784, Williamsburg, VA 23187, via electronic mail to
community.development@jamescitycountyva.gov, or by leaving a
message at 757-253-6750.Comments must be submitted no later than
noon on the day of the meeting. Please provide your name and
address for the public record.
July 13, 2020
4:00 P.M.

I. **ESTABLISHMENT OF CALL AND RESOLUTION OF TECHNICAL DIFFICULTIES**

Mr. Rich Krapf called the meeting to order at approximately 4:00 p.m.

II. **CALL TO ORDER**

Present:
Jack Haldeman
Rich Krapf
Julia Leverenz
Barbara Null
Tim O'Connor
Frank Polster
Rob Rose
Ginny Wertman

Staff:
Paul Holt, Director of Community Development
Tammy Rosario, Assistant Director of Community Development
Ellen Cook, Principal Planner
Tom Leininger, Senior Planner

Other:
Vlad Gavrilovic, EPR
Todd Gordon, EPR
Leigh Anne King, Clarion Associates
Julie Herlands, TischlerBise
Bill Thomas, Michael Baker International

III. **ADOPTION OF RESOLUTION FOR PLANNING COMMISSION WORKING GROUP ELECTRONIC MEETING**

Ms. Julia Leverenz made a motion to Adopt the resolution.

The motion passed 8-0.

IV. SCENARIO MODELING AND PERFORMANCE INDICATORS SUMMARY

Ms. Tammy Rosario stated that scenario modeling was identified as a goal for the comprehensive plan update by Planning staff, the Planning Commission and the Board of Supervisors. She summarized the meetings and public input events that have contributed to the scenario planning process.

Mr. Vlad Gavrilovic stated that the land use model, travel demand model, and fiscal impact model generate performance indicators. He stated that the results of the scenarios would be presented at public meetings and used to refine goals and policies. He stated that there were two scenarios. He stated that the first scenario was a continuation of present trends and development patterns. He stated that the second scenario was guided by public input and included greater protections of rural lands and focusing growth inside the Primary Service Area (PSA). He presented maps showing growth patterns for both scenarios.

Ms. Julie Herlands presented information related to the fiscal impact model. She stated that the model would be used for comparisons between the scenarios. She stated that four Fiscal Analysis Zones (FAZ) would be used in the model. She stated that three of the zones were areas inside the PSA and the fourth zone was areas outside of the PSA. She stated that the fiscal impact model used control totals, which included the number of housing units and nonresidential square feet, property values, and student generation rates. She presented the results of both scenarios. She stated that the current trends scenario generated higher revenues and costs. She stated that the alternate scenario projected fewer students and lower school costs.

Mr. Frank Polster asked what the relationship is between the FAZ's and the Hampton Roads Transportation Planning Organization's (HRTPO) Transportation Analysis Zone (TAZ) socioeconomic data. He asked how many additional schools, fire stations, and full-time emergency service employees would be needed for each scenario.

Ms. Herlands stated that control totals from the TAZ data were mapped to the FAZ's. She stated that she would provide additional information regarding schools and emergency services to the Planning Commission Working Group (PCWG).

Mr. Jack Haldeman stated that both scenarios used control totals for population growth. He asked if it would be possible for both development patterns to result in the same total population in the real world.

Ms. Herlands stated that the fiscal impact model does not include a market analysis so the results do not suggest how quickly different land uses may be developed.

Ms. Ginny Wertman asked what the basis is for changing the boundary of the PSA at the north end of the County. She asked why the scenarios showed additional retail space when there is a desire for higher paying professional jobs.

Ms. Leverenz asked why the scenarios showed less industrial space. She stated that industrial businesses would add to the tax base and require fewer services than residential areas.

Mr. Paul Holt stated that Planning staff would provide additional information regarding the change to the PSA.

Mr. Gavrilovic stated that the scenarios included a smaller increase in employment for retail businesses. He stated that retail businesses typically have more floor area per employee.

Mr. Bill Thomas presented information related to the travel demand model. He stated that the

alternate scenario resulted in lower CO_2 auto emissions and less roadway improvements required to maintain the level of service of roadways. He stated that the alternate scenario had a slightly better level of service for each roadway type when compared to the current trends scenario. He stated that the alternate scenario had a higher average speed for roadways serving the transit network. He stated that the alternate scenario had less travel delay from congestion due to there being less vehicle trips when compared to the current trends scenario. He presented maps showing roadway bottlenecks for both scenarios.

Ms. Wertman asked if trips originating from the City of Williamsburg or York County were excluded from the data.

Mr. Thomas stated that the model looks at how well the transportation system is working for transportation internal to the County.

Mr. Krapf stated that a number of housing developments have been proposed in upper York County which would result in more vehicle travel in the County. He asked if there was a way it could be accounted for in the travel demand model.

Mr. Thomas stated that travel from York County would be considered from the HRTPO's 2045 forecast and not necessarily from specific developments.

Mr. Rob Rose asked if the travel demand model could account for how the development patterns in the scenarios affect different types of transportation.

Mr. Thomas stated that the HRTPO data accounts for different types of transportation.

Mr. Rose stated that one of the goals was for the County to be more bike-friendly and walkable. He stated that it would be important to know if one of the scenarios supported that goal.

Mr. Thomas stated that the reduction in the number of vehicular trips in the alternate scenario is partly because the scenario has more compact growth.

Mr. Polster stated that it is important to consider the commuter traffic from outside of the County. Mr. Polster stated that the alternate scenario shows development at the Eastern State Hospital which did not seem to have an impact on Longhill Road in the map showing roadway bottlenecks.

Mr. Gavrilovic stated that external traffic was counted in the model but the metrics focus on internal traffic.

Mr. Polster stated that the HRTPO completed a study for traffic in the Historic Triangle.

Mr. Holt stated that the HRTPO study looked at peak hour traffic while the traffic demand model looked at daily volume.

Mr. Thomas stated that they would be adding some data related to peak hour traffic.

Mr. Gavrilovic presented information related to the land use model. He stated that the alternate scenario had less total acreage of developed land. He stated that the alternate scenario generally had less acres of impervious surface in each watershed when compared to the current trends scenario. He stated that the alternate scenario had high population densities. He stated that the alternate scenario promoted infill housing and affordable housing types. He stated that the alternate scenario had a higher density of jobs. He stated that the alternate scenario had more dwellings close to forms of public transit. He stated that the alternate scenario seemed to be more in line with the public comments received so far but that the current trends scenario

would have a larger amount of net income.

Mr. Tim O'Connor left the meeting at this time.

Mr. Haldeman asked how they determined where future schools would be located. He asked why the walking distance to schools was the same for both scenarios if most schools are located in the PSA.

Mr. Gavrilovic stated that the fiscal impact model suggested what areas of the County would need new schools but not specific locations. He stated that concentrating growth in parts of the County may make certain schools have great walkability while other schools would be limited.

Ms. Wertman asked if all the multifamily and single-family attached units are considered affordable housing in the model. She asked if the student generation results of the models accounted for the different family compositions that would occur from having more multifamily developments.

Mr. Gavirlovic stated that the different place types used in the model included different household sizes. He stated that the model does not consider what units will be affordable but that multifamily units would provide opportunities for affordable housing.

Ms. Wertman asked why the multifamily housing property values were the same for all of the zones.

Mr. Gavrilovic stated that an answer would be forwarded to the PCWG.

Mr. Polster stated that the Citizen Survey identifies five areas where there was a significant gap between the percentages of people who found the area important and the percentages of people who were satisfied with how the County is addressing those areas. He asked how the Planning staff and the consultant team would explain the ways the alternate scenario addresses those gaps at the next public assembly.

Mr. Gavrilovic stated that they could provide a summary of the findings of each scenario and how the relate to the public input.

Mr. Polster stated that it would be important to relate the results of the models to the public input.

Mr. Krapf stated that it would be helpful if it was included with the next public assembly.

V.   METROQUEST SURVEY AND GOALS QUESTIONNAIRE

Mr. Gavrilovic presented the draft MetroQuest survey.

Mr. Rose stated that it is important to make sure the survey is easy to read. He stated that the legends on the scenario maps should be explained.

Mr. Gavrilovic stated that they could add additional text on the maps.

Mr. Polster stated that it was important to ensure that the goals from the Towards 2035 Comprehensive Plan were being appropriately assessed. He stated that some people may want to rewrite goals without understanding the context of those goals from previous comprehensive plans.

Mr. Gavrilovic stated that the goals questionnaire and the results of the scenario modeling

would be used to refine the goals in the future.

Ms. Wertman stated that one of the descriptions on the MetroQuest survey did not match the subject. She stated that she had concerns with the legibility of charts on the survey.

Mr. Gavrilovic stated that they would review the survey to make sure it was intuitive.

Ms. Barbara Null left the meeting at this time.

Mr. Krapf asked if staff and the consultants needed any action related to the survey.

Mr. Gavrilovic stated that they are looking to get affirmation from the PCWG for the survey.

Mr. Jack Haldeman made a motion to give affirmation to the draft MetroQuest survey.

The motion passed 6-0.

VI.   OTHER ITEMS FOR DISCUSSION

Mr. Krapf asked if there were any other items for discussion.

There were none.

VII.   ADJOURNMENT

Mr. Rose made a motion to Adjourn. The motion passed 6-0.

Mr. Krapf adjourned the meeting at approximately 6:00 p.m.

Public Engagement Objectives

- Community members will be given the **choice and access to engage** in the planning process through **multiple activities**.

- Educational opportunities will **advance the community's understanding** of **critical planning issues**.

- Public engagement efforts will **seek to engage a diversity of residents** that is **representative of the community**.

- Participants' **opinions will be respected, well documented, and will help inform policy direction** in the Plan.

Public Engagement Objectives

- Public engagement efforts will **seek to inspire trust and continued interest and involvement** in the process.

- Clear documentation, project publicity, and engagement activities will **articulate how public inputs have been used to help inform policy direction** throughout the process.

- Community engagement will be **record breaking** and surpass statistics of past planning efforts.

The August Assembly:

Live Broadcast through:

- Facebook Live
- JCC YouTube
- Channel 48
- Live Broadcast
- Facebook chat

Input Through:

- Email
- Phone } Live, during event
- Online surveys
- Paper surveys } Until September 2nd

ENGAGE 2045

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JAMES CITY COUNTY

EXPLORING OUR FUTURE ALTERNATIVES

Aug. 10 at 6:30 p.m.
Online Questionnaires available through Sep. 2

Virtual Assembly & Online Questionnaires

Visit jamescitycountyva.gov/engage2045 to participate live on Monday, Aug. 10 at 6:30 p.m. and online through Sep. 2.

What insights did you take away from the Summit?

Feedback on the Assembly on Future Alternatives

- How would you characterize the event?

- How was the experience of attending online?

- How was the experience of taking the surveys?

- How well did we connect with the community?

- What lessons have we learned for future Engage 2045 events?

Overview of Results

- Response numbers align with responses for Scenario questions

- Slightly different demographic responses from Scenario questions

- Depending on the Goal question, **55% - 83%** of respondents prefer to keep the goals as written in the 2035 Comprehensive Plan

- Word Clouds demonstrate commonly listed words recommended for amending the goals

- Open-ended responses for amending the goals will be themed by CPT and County staff
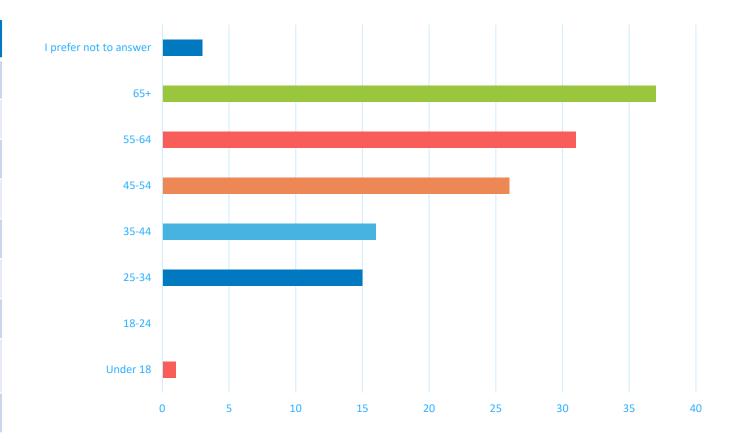
Q11: How long have you lived in James City County?

Choices	Responses	Percentage
Less than one year	3	2.3%
1-5 years	31	24.0%
6-10 years	21	16.3%
11-20 years	27	20.9%
More than 20 years	26	20.2%
I do not live in James City County or prefer not to answer	21	16.3%
TOTAL	129	100.0%
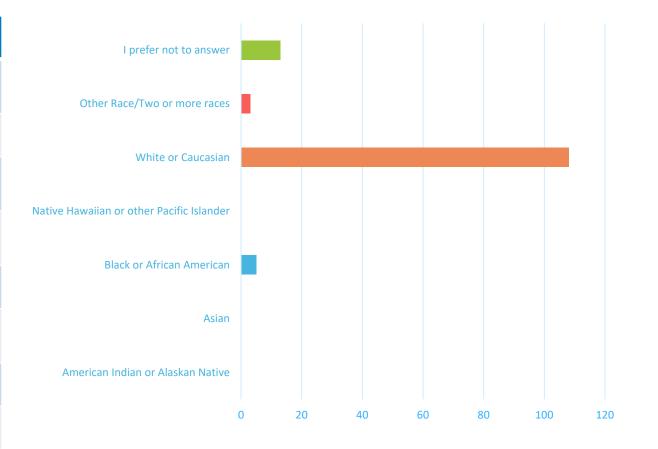
Q12: What is your age?

Choices	Responses	Percentage	Census (18+only)
Under 18	1	0.8%	
18-24	0	0%	9.2%
25-34	15	11.6%	13.5%
35-44	16	12.4%	13.9%
45-54	26	20.2%	17.1%
55-64	31	24.0%	17.6%
65+	37	28.7%	29.7%
I prefer not to answer	3	2.3%	
TOTAL	129	100.0%	
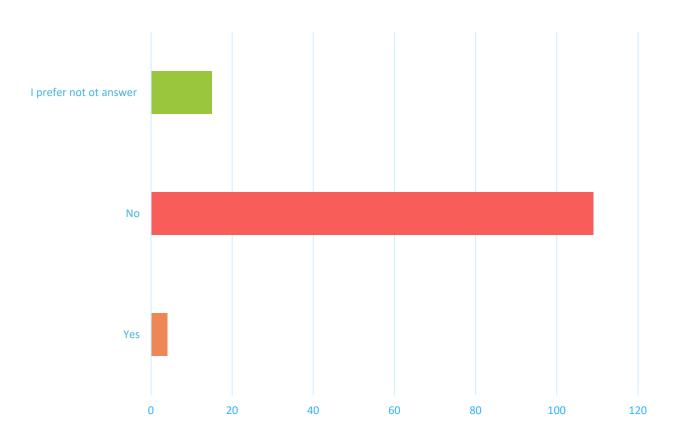
Q13: Which U.S. Census category is closest to how you identify your race?

Choices	Responses	Percentage	Census
American Indian or Alaskan Native	0	0.0%	0.2%
Asian	0	0.0%	2.5%
Black or African American	5	3.9%	13.1%
Native Hawaiian or other Pacific Islander	0	0.0%	0.0%
White or Caucasian	108	83.7%	80.3%
Other Race/Two or more races	3	2.3%	3.2%
I prefer not to answer	13	10.1%	
TOTAL	129	100.0%	

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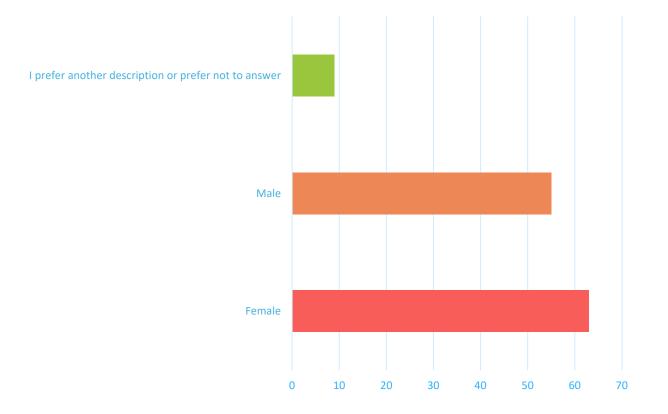
Q14: The U.S. Census separates ethnicity from race. Do you identify as Hispanic, Latino, or of Spanish origin?

Choices	Responses	Percentage	Census
Yes	4	3.1%	5.9%
No	109	85.2%	94.1%
I prefer not ot answer	15	11.7%	
TOTAL	128	100.0%	

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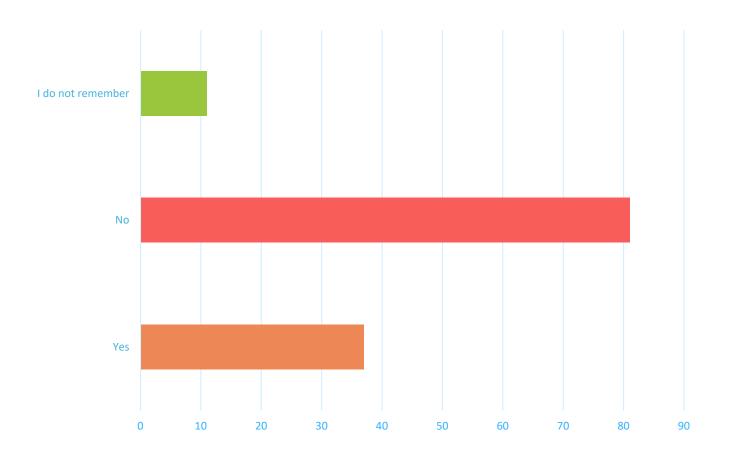
Q15: What is your gender?

Choices	Responses	Percentage	Census
Female	63	49.6%	51.7%
Male	55	43.3%	48.3%
I prefer another description or prefer not to answer	9	7.1%	
TOTAL	127	100.0%	

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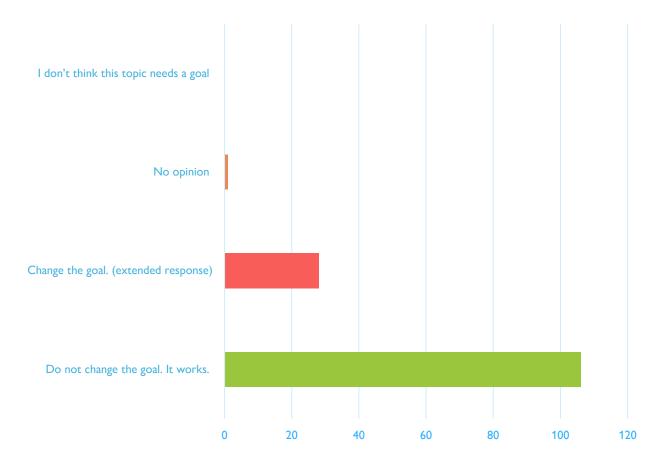
Q16: Have you participated in one of the County's planning processes before?

Choices	Votes	Percentage
Yes	37	28.7%
No	81	62.8%
I do not remember	11	8.5%
TOTAL	129	100.0%

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14

Q1: Considering the Nature public input priority, should the 2035 Environment goal stay the same or be changed?

Choices	Votes	Percentage
Do not change the goal. It works.	106	78.5%
Change the goal. (extended response)	28	20.7%
No opinion	1	0.7%
I don't think this topic needs a goal	0	0.0%
TOTAL	135	100.0%
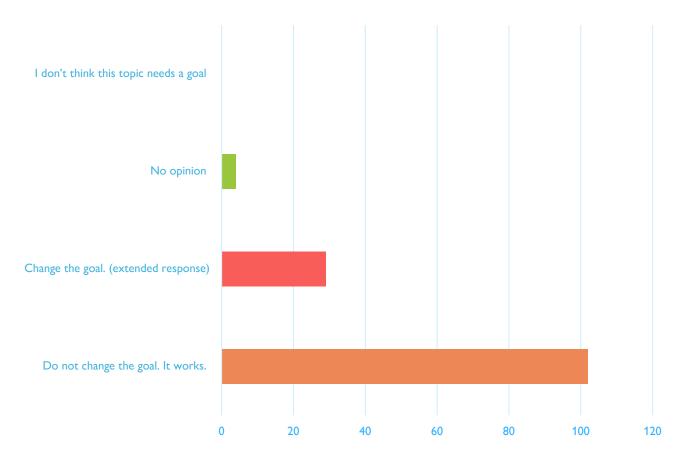
Q1: WordCloud for Change the Goal responses
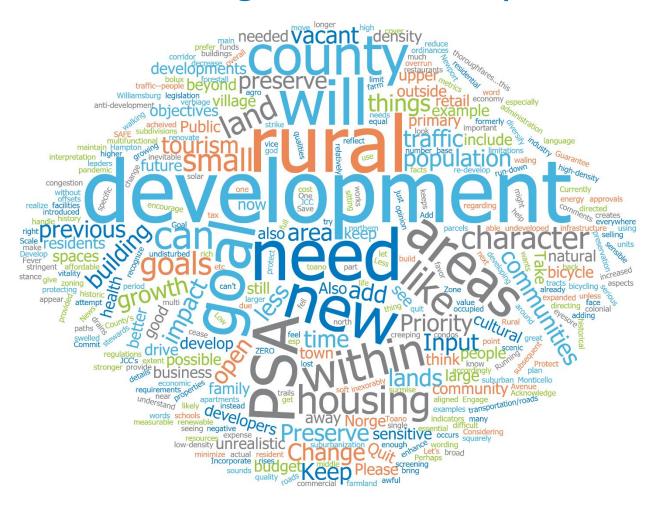
Q2: Considering the Community Character public input priority, should the 2035 Community Character goal stay the same or be changed?

Choices	Votes	Percentage
Do not change the goal. It works.	102	75.6%
Change the goal. (extended response)	29	21.5%
No opinion	4	3.0%
I don't think this topic needs a goal	0	0.0%
TOTAL	135	100.0%

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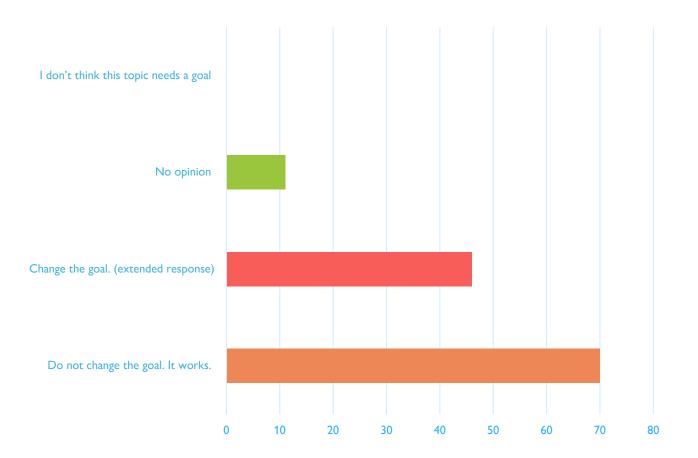
Q2: WordCloud for Change the Goal responses

Q3: Considering the Affordable Housing public input priority, should the 2035 Housing goal stay the same or be changed?

Choices	Votes	Percentage
Do not change the goal. It works.	70	55.1%
Change the goal. (extended response)	46	36.2%
No opinion	11	8.7%
I don't think this topic needs a goal	0	0.0%
TOTAL	127	100.0%
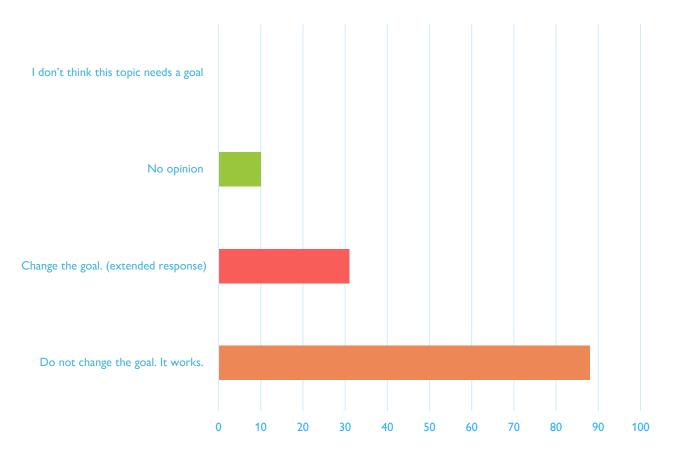
Q3: WordCloud for Change the Goal responses

Q4: Considering the Economic Development public input priority, should the 2035 Economic Development goal stay the same or be changed?

Choices	Votes	Percentage
Do not change the goal. It works.	88	68.2%
Change the goal. (extended response)	31	24.0%
No opinion	10	7.8%
I don't think this topic needs a goal	0	0.0%
TOTAL	129	100.0%

Q4: WordCloud for Change the Goal responses

Q5: Considering the Quality of Life public input priority, should the 2035 Population Needs goal stay the same or be changed?

Choices	Votes	Percentage
Do not change the goal. It works.	91	68.9%
Change the goal. (extended response)	33	25.0%
No opinion	8	6.1%
I don't think this topic needs a goal	0	0.0%
TOTAL	132	100.0%

Q5: WordCloud for Change the Goal responses

Q6: Considering the Quality of Life public input priority, should the 2035 Parks and Recreation goal stay the same or be changed?

Choices	Votes	Percentage
Do not change the goal. It works.	110	83.3%
Change the goal. (extended response)	17	12.9%
No opinion	5	3.8%
I don't think this topic needs a goal	0	0.0%
TOTAL	132	100.0%
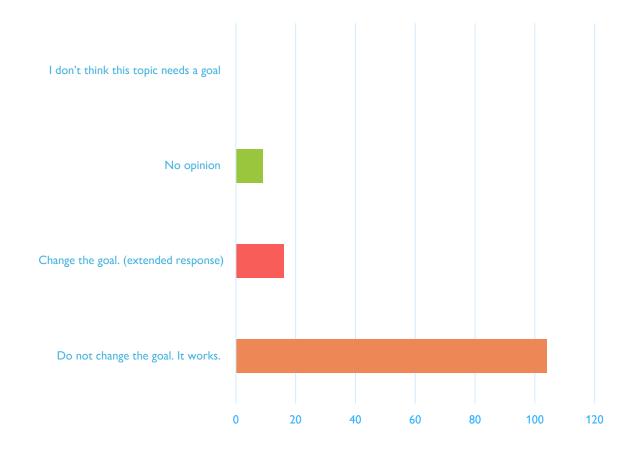
Q6: WordCloud for Change the Goal responses

Q7: Considering the Quality of Life public input priority, should the 2035 Public Facilities goal stay the same or be changed?

Choices	Votes	Percentage
Do not change the goal. It works.	104	80.6%
Change the goal. (extended response)	16	12.4%
No opinion	9	7.0%
I don't think this topic needs a goal	0	0.0%
TOTAL	129	100.0%
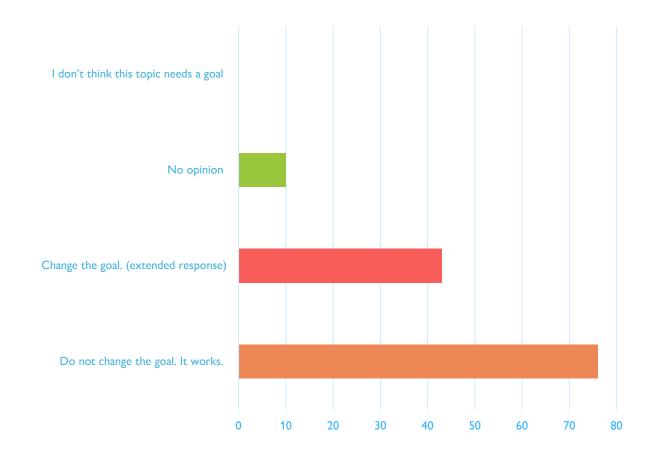
Q7: WordCloud for Change the Goal responses
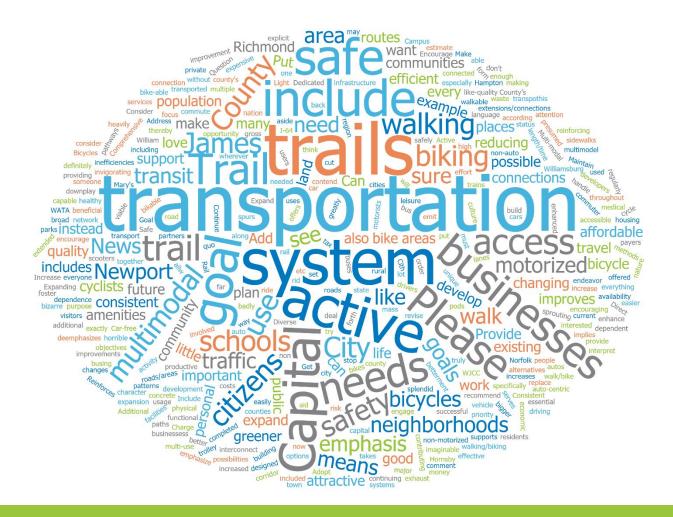
Q8: Considering the Quality of Life public input priority, should the 2035 Transportation goal stay the same or be changed?

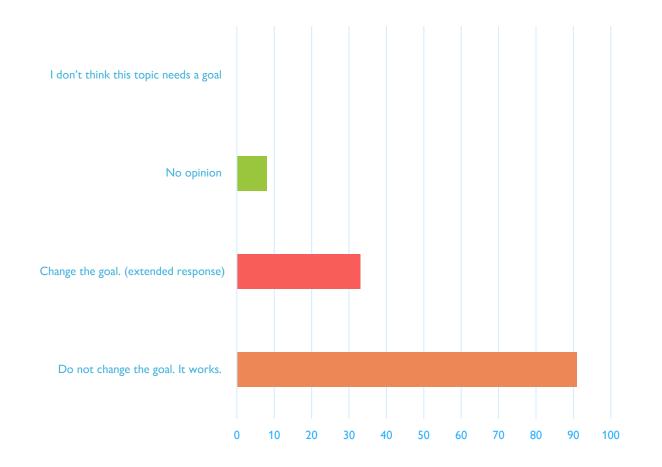| Choices	Votes	Percentage
Do not change the goal. It works.	76	58.9%
Change the goal. (extended response)	43	33.3%
No opinion	10	7.8%
I don't think this topic needs a goal	0	0.0%
TOTAL	129	100.0%

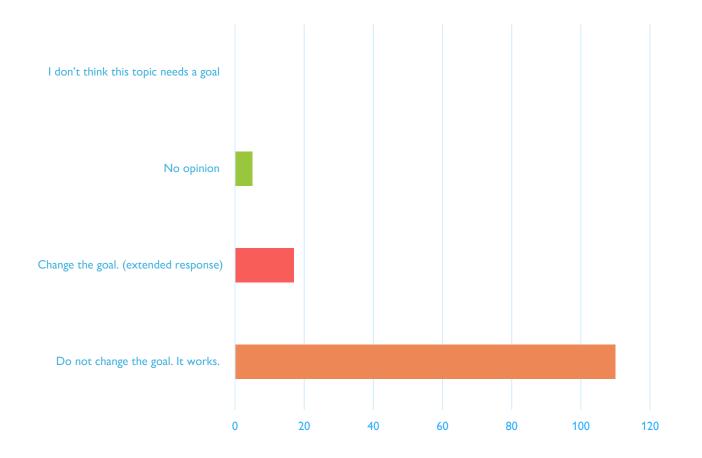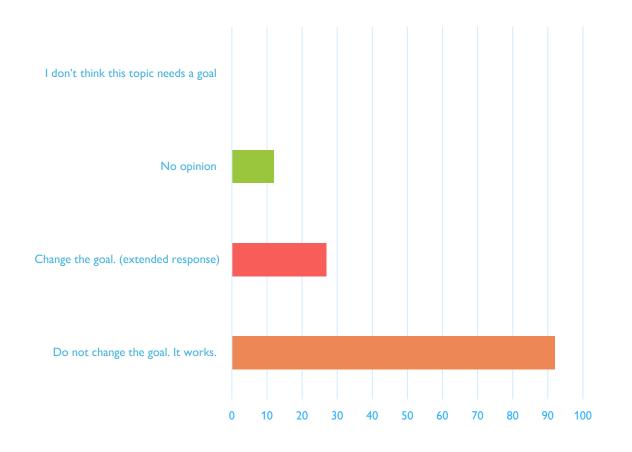# Q8: WordCloud for Change the Goal responses

Q9: Considering the Quality of Life public input priority, should the 2035 Land Use goal stay the same or be changed?

Choices	Votes	Percentage
Do not change the goal. It works.	92	70.2%
Change the goal. (extended response)	27	20.6%
No opinion	12	9.2%
I don't think this topic needs a goal	0	0.0%
TOTAL	131	100.0%

Q9: WordCloud for Change the Goal responses

Q10: WordCloud responses; Ideas for New Goals

MetroQuest Questionnaire Results

Quick Facts

586 Total visitors to site

134 Completed Surveys

134 Total participants
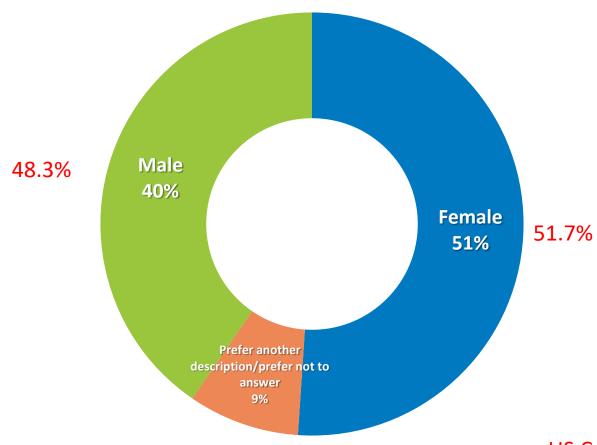
Questionnaire Open from August 10 to September 2

Demographics
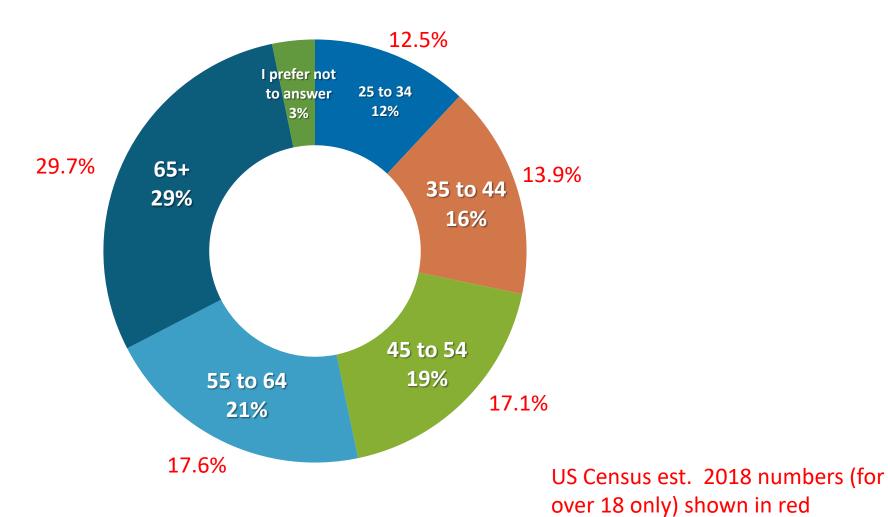
1. How long have you lived in James City County?
2. What is your age?
3. Which best describes your race/ethnicity?
4. Are you of Hispanic, Latino or Spanish Origin?
5. What is your gender?
6. Been in prior county planning processes

What is your gender?

Male
40%

48.3%

Female
51%

51.7%

Prefer another
description/prefer not to
answer
9%
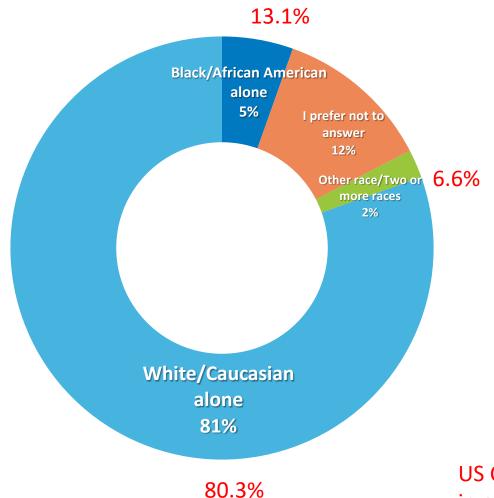
US Census est. 2018
numbers shown in red

What is your age?
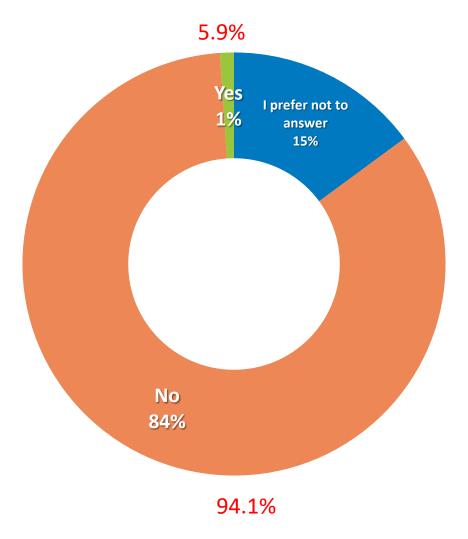
US Census est. 2018 numbers (for over 18 only) shown in red

What best describes your race/ethnicity?

13.1%

Black/African American alone
5%

I prefer not to answer
12%

Other race/Two or more races
2%

6.6%

White/Caucasian alone
81%

80.3%

US Census est. 2018 numbers shown in orange

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Are you of Hispanic, Latino or Spanish origin?

5.9%

Yes
1%

I prefer not to answer
15%

No
84%

94.1%

US Census est. 2018 numbers shown in orange

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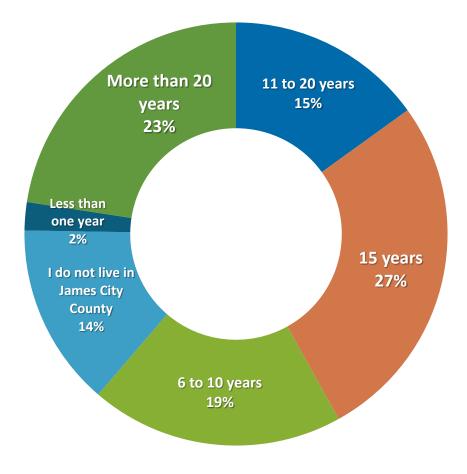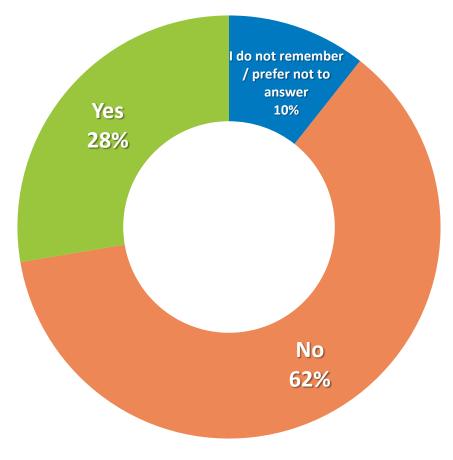
How long have you lived in James City County?

Participated in prior County Planning processes?

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1. MAPS

💬 Tell us why

Sample Responses:

- Following the current trend will undermine all the goals of protecting the County's rural character, environment, and quality of life.
- Scenario A does not support 2045 goals
- I prefer to maintain rural areas and avoid development. Prefer higher density residential and commercial.
- I like the development of small neighborhoods/villages that allow for alternative travel and a strong sense of community. But I am concerned about what is meant by "attached and multifamily"

NOTE: This is only a sample of the responses that address the Scenario that received the highest rating. Responses with other opinions were also expressed.

2. IMAGES

Please rate this scenario:
★ ★ ★ ★ ★

SCENARIO A TREND

Number of Responses (y-axis: 0–60)

	Affordable Housing	Community Character	Economic Development	Nature Environment	Quality of Life
1	36	42	33	52	50
2	20	22	27	15	15
3	12	8	11	16	13
4	6	8	13	5	3
5	19	15	10	15	12

Rating (number of stars)

Legend: ■ 1 ■ 2 ■ 3 ■ 4 ■ 5

SCENARIO B ALTERNATE

Number of responses (y-axis: 0–70)

	Affordable Housing	Community Character	Economic Development	Nature Environment	Quality of Life
1	17	11	7	7	3
2	9	8	10	4	3
3	13	11	15	4	9
4	27	25	25	24	17
5	31	43	40	62	66

Rating (number of stars)

Legend: ■ 1 ■ 2 ■ 3 ■ 4 ■ 5

2. IMAGES

Tell us why
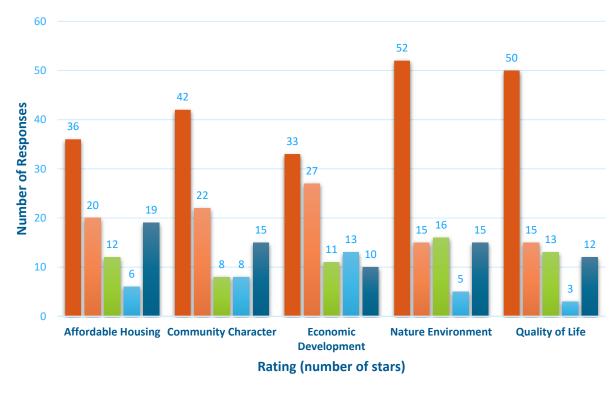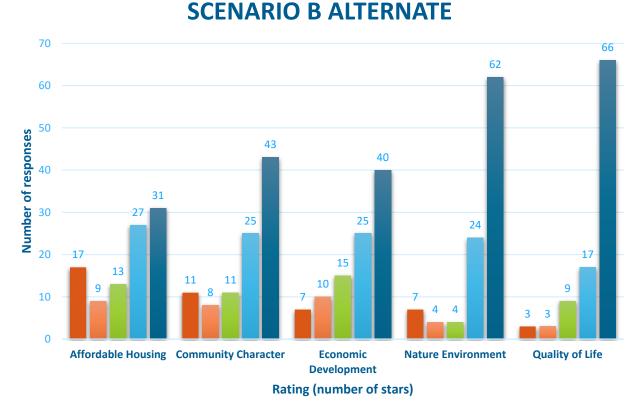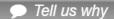
Sample of Responses:
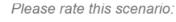
- I would heavily prefer little to no additional single family housing - especially at the cost of natural spaces **(Nature / Environment)**
- Scenario B maintains character of James City County without housing sprawl **(Community Character)**
- Affordable housing should be part of residential neighborhoods with restaurants, offices and retail businesses **(Affordable Housing)**
- There's so much of this type of development already & it's ugly. (Scenario A). Fill up what is empty first. **(Economic Development)**
- Expansion of walking and biking trails is a high priority. **(Quality of Life)**

NOTE: This is only a sample of the responses that address the Scenario that received the highest rating. Responses with other opinions were also expressed.
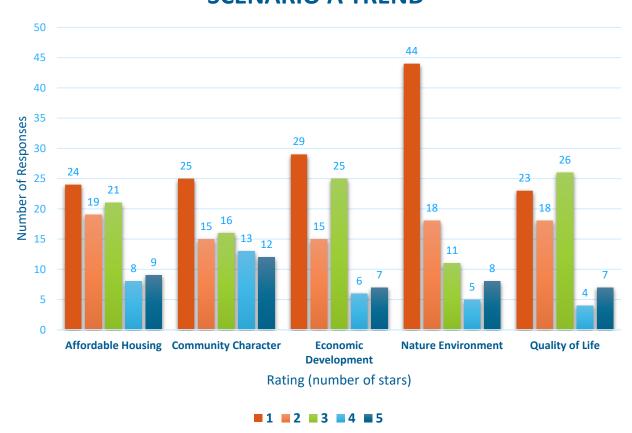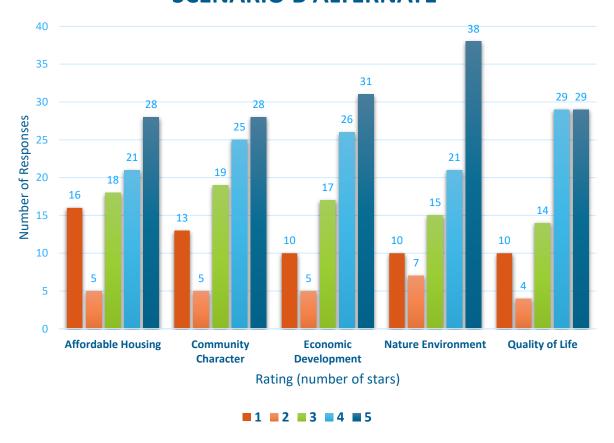
Comparisons to prior engagement efforts:

- Public Engagement Objective: "Community engagement will be record breaking and surpass statistics of past planning efforts."
  - Comparison:
    - 2008: 149
    - 2014: 77
    - 2019 Citizen Survey
      - 1,000+
    - November 2019 Summit:
      - 185 In-person participants
      - 250-256 online participants
- August 2020 Assembly
  - No in person participants (due to pandemic)
  - 134-136 online participants

Total for Engage2045 to date:
- 185 in person
- 392 in online surveys
- 1,000+ in phone survey

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SHAPE our community

Additional Public Engagement Objectives

- Participants' opinions will be respected, well documented, and will help inform policy direction in the Plan.

- Public engagement efforts will seek to inspire trust and continued interest and involvement in the process.

- Clear documentation, project publicity, and engagement activities will articulate how public inputs have been used to help inform policy direction throughout the process.

Next Steps

- CPT Meeting 9/17/20 (Theme exercises)

- CPT Meeting 9/22/20 (Theme exercises)

- PCWG Meeting 9/28/20 (Preferred Scenario, Preliminary Policy & Land Use Recommendations, (also Chapter Material Reviews)

- CPT Meeting 9/30/20 (Approve Themes and Summary of Public Input)

- PCWG Meeting 10/5/20 (Chapter Material Reviews, Updated Policy & Land Use Recommendations)

- CPT Meeting 10/12/20 (Finalize Report if Needed)

- PCWG Meeting 10/19/20 (Chapter Material Reviews, Final Report on Public Input)

- BOS/PC Meeting 10/27/20 (Public Input, Preferred Scenario, Policy & Land Use Recommendations + Land Use Apps

3 ALTERNATIVE FUTURES

Preliminary Public Input	Sept. 14
Public Input Themes Exercise	Sept. 17
Public Input Themes Exercise	Sept. 22
Preferred Scenario, Preliminary Policy Recommendations, Population & + Economic Development Chapters	Sept. 28
Finalize Themes & Public Input Summary	Sept. 30
Community Character & Environment Chapters, Updated Policy & Land Use Recommendations	Oct. 5
Transportation & Housing Chapters Final Report on Public Input	Oct. 19
Public Input, Preferred Scenario Policy & Land Use Recommendations + Land Use Apps	Oct. 27
Concepts for Round 3 Engagement	Oct. 28
Parks & Facilities Chapters	Nov. 9
Draft Implementation & Metro Quest Surveys	Nov. 16
Land Use Chapter + Draft FLUM	Nov. 23
Dry Run of Engagement #3	Nov. 30
Begin Round 3 of Public Engagement	Dec. 14
Review of Various Chapters	Dec. 21

4 AFFIRMING THE DIRECTION

Discussion of next PCWG meeting

Sept. 28, 2020

Upcoming Meetings

- CPT Meeting 9/17/20 (Theme exercises)
- CPT Meeting 9/22/20 (Theme exercises)
- **PCWG Meeting 9/28/20 (Preferred Scenario, Preliminary Policy & Land Use Recommendations, (also Chapter Material Reviews if time permits)**
  - CPT Meeting 9/30/20 (Approve Themes and Summary of Public Input)
- PCWG Meeting 10/5/20 (Chapter Material Reviews, Updated Policy & Land Use Recommendations)
  - CPT Meeting 10/12/20 (Finalize Report if Needed)
- PCWG Meeting 10/19/20 (Chapter Material Reviews, Final Report on Public Input)
- **BOS/PC Meeting 10/27/20 (Public Input, Preferred Scenario, Policy & Land Use Recommendations + Land Use Apps**
  - CPT Meeting 10/28/20 (Concepts for Round 3 Engagement)
- PCWG Meeting 11/9/20 (Chapter Material Reviews)
  - CPT Meeting 11/16/20 (Draft Implementation & Metro Quest Surveys)
- PCWG Meeting 11/23/20 (Chapter Material Reviews + Draft FLUM)
  - CPT Meeting 11/30/20 (Dry Run of Engagement #3)
- PCWG Meeting 12/7/20 (Various Chapters)
- **3rd Round of Engagement Meeting 12/14/20**
- PCWG Meeting 12/21/20 (Various Chapters)

3 ALTERNATIVE FUTURES

- Preliminary Public Input — Sept. 14
- Public Input Themes Exercise — Sept. 17
- Public Input Themes Exercise — Sept. 22
- Preferred Scenario, Preliminary Policy Recommendations, Population & + Economic Development Chapters — Sept. 28
- Finalize Themes & Public Input Summary — Sept. 30
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- Land Use Chapter + Draft FLUM — Nov. 23
- Dry Run of Engagement #3 — Nov. 30
- Begin Round 3 of Public Engagement — Dec. 14
- Review of Various Chapters — Dec. 21

4 AFFIRMING THE DIRECTION

Agenda Items for next PCWG Meeting

- Preferred Scenario Framework

- Preliminary Policy & Land Use Framework

- Initial Discussion of Chapter Materials

Why these items?

- Preferred Scenario Framework

- Preliminary Policy & Land Use Framework
  - Initial Discussion of Chapter Materials

These items will be key issues at the BOS work session (with PC representation) on Oct. 27. The PCWG agenda will cover these items on Sept. 28 and Oct. 5 in order to have adequate discussion prior to the BOS packet deadline.
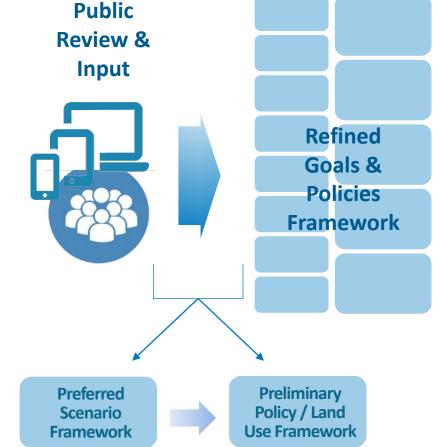
From Scenarios to Future Land Use Map

Preferred Scenario / Leave Behind Models

Scenario Results

Public Review & Input

Refined Goals & Policies Framework

New Land Use Map

IMPLEMEN-TATION

Preferred Scenario Framework

Preliminary Policy / Land Use Framework

What to expect for the next meeting

Preferred Scenario Framework described through:

- Words:
  - Key takeaways from public input
  - Implications for Policy Development   } Organized by the 5 Public Input Themes

- Map:
  - Conceptual Land Use Map

- Images
  - Additional Planning Concepts

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What to expect for the next meeting

Preliminary Land Use Framework described through:

- Public Input Themes:
  - Initial thematic takeaways from Planning Team
  - To be refined by CPT through "Theming" exercises

- Policy Implications:
  - Narrative on key policy implications from public input & scenario testing
  - Draft refinements to Vision
  - Draft refinements to Goals

Questions?

SHARE your ideas
SHAPE our community

M E M O R A N D U M

DATE: September 14, 2020

TO: The Planning Commission Working Group

FROM: Jose Ribeiro, Senior Planner II
             John Risinger, Planner

SUBJECT: Engage 2045 Comprehensive Plan Update Population Chapter

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The Population Chapter Technical Report, Technical Appendix, Community Guidance Update, and the 2035 Adopted Goals, Strategies, and Actions (GSAs) are provided for the Planning Commission Working Group's (PCWG's) first review. One significant update is the change in the name of this chapter from "Demographics" to "Population," which is generally defined as "all the inhabitants of a particular area." Population seems to be a better title for this chapter of the Comprehensive Plan as its intent is to describe and provide information about the characteristics of the population that comprise our community. Another update is that the chapter "Population Needs" has been incorporated into this chapter. Both chapters have similar subject matters and organizing them under one single chapter appears to make the discussion more comprehensive.

The existing data of this chapter was revised to reflect current demographic data available from the most recent decennial Census (2010) and the 2018 American Communicate Survey (ACS) five-year estimates for James City County. The five-year estimates are published for areas with populations of all sizes and are the most reliable and precise of the ACS period estimates as well as the most comprehensive. The following information has been revised and/or introduced to this chapter in accordance with the 2018 ACS five-year estimate and information provided by the Weldon Cooper Center for Public Service and the Hampton Roads Planning District Commission:

- Population growth;
- Age, race and ethnicity;
- Average household size;
- Educational attainment;
- Median household income and poverty;
- Population projections;
- Population by nativity and foreign born and language spoken; and
- Age cohort projections.

Also, the text pertaining to youth and senior citizens has been updated to reflect updates on programs and services with the assistance of staff from the County's Social Services, Police, and Parks and Recreation Departments.

In addition to the chapter text, a variety of demographic data is available in a technical appendix. The concept of the technical appendix is that it will contain the majority of the raw demographic data in table and graphic forms with some limited text. In addition to typical demographic information the technical appendix also contains:

- At-a-Glance Demographic information for James City County;
- Demographic information for the County's 11 census tracts; and
- Information about the 2019 Homelessness Point in Time Count.

The appendix will provide additional information beyond what is found in the chapter text. Also, the Census 2020 data is currently scheduled to be released to the public on March 31, 2021. While staff would like the opportunity to be able to use the 2020 Census data, unfortunately the Population chapter will be near completion in the review process. After the 2020 Census data is released staff intends to update the technical appendix and post the updated version for the public.

The chapter and the technical appendix are intended to be easier to read with shorter text summaries and more visual elements such as traditional graphics, as well as infographics which combine interesting visual elements and data to convey information. In the next version of these documents, staff is planning some conversion of tables to charts in the technical appendix and exploring the creation of additional infographics to further illustrate the demographic data.

Community Guidance

The Community Guidance document summarizes the public input related to the Population Chapter that has been received to date from the scientific survey and the first round of community engagement (Attachment 2). A second round of community engagement is on-going and a third round of community engagement is tentatively planned for December 2020/January 2021. As the results of the upcoming community meetings become available, staff will update the Community Guidance document for review by the PCWG. It is intended that a summary of all the community guidance will be included within the chapter text for the final version.

GSAs

For this initial review, staff has not revised the Goals, Strategies, and Actions that were adopted for the *Toward 2035 Leading the Way* Comprehensive Plan (Attachment No. 4). Staff is currently beginning to examine potential revisions to the GSAs and has tentatively identified some actions to be potentially revised such as PN 2.2; PN 2.8; PN 3.7; and PN 4.1 to update the names and status of programs, and new actions such as support for multigenerational housing.

Members of the PCWG are welcome to provide initial suggestions and comments regarding the revision the GSAs. In addition, staff welcomes PCWG guidance on possible questions to include in the third round of public engagement that might help the PCWG provide guidance on Population Chapter GSA revisions.

JR/JR/nb
CP-Population920-mem

Attachments:
1. Draft Population Chapter Technical Report
2. Draft Population Chapter Community Guidance
3. Draft Population Chapter Technical Appendix
4. Existing Population Chapter GSAs
5. Population Chapter Presentation

Population Technical Report
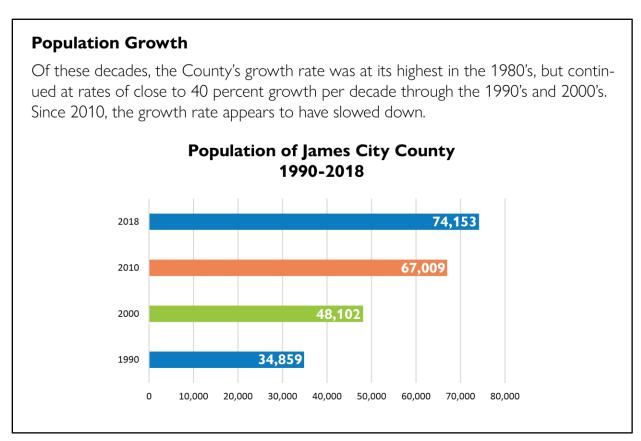
Introduction

James City County is home to a growing population. Knowing the trends that have brought us to where we are today and the possible changes in the future can help us understand our community and their needs for the future. This information can also help us identify specific segments of the community, such as the youth and senior populations, which may need focused attention in the years to come in order to best serve their needs. By building upon the existing framework of youth and senior services, James City County will be better able to meet the rising demands for all segments of our changing population. This section is intended to shed light on the broader issues related to our population needs and on associated County initiatives. Other sections throughout the Comprehensive Plan may reinforce these ideas with more specific discussions and actions. For additional data and information on the County's demographics please refer to the Comprehensive Plan Technical Appendix.

Key Planning Influences

Population by Growth

Population is an important element of the Comprehensive Plan providing a framework to better understand the current and future needs of the community. Over the past four decades, James City County has experienced significant population growth, and this continued growth has created benefits to the community as well as presented new challenges. Recently, the County's population growth rate has shown signs of slowing down, a change that appears to be part of a statewide trend.

Population Growth

Of these decades, the County's growth rate was at its highest in the 1980's, but continued at rates of close to 40 percent growth per decade through the 1990's and 2000's. Since 2010, the growth rate appears to have slowed down.

Population of James City County 1990-2018

Year	Population
2018	74,153
2010	67,009
2000	48,102
1990	34,859
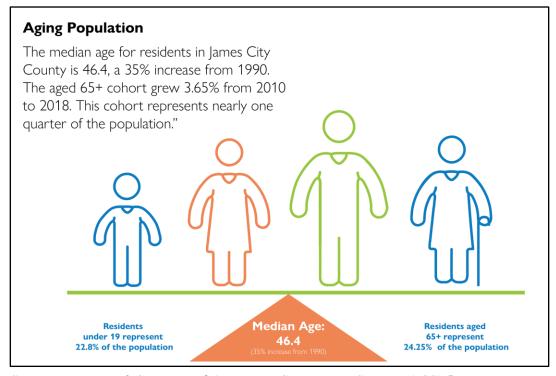
Source: Decennial Census and American Community Survey (ACS) 5-Year

According to the University of Virginia's Weldon Cooper Center for Public Services: "Though Virginia has added over half a million new residents since the last census in 2010, population growth has slowed down significantly across Virginia in recent years, falling

below U.S. growth levels to reach the lowest population growth rate since the 1920s.[1]Despite the recent slowing down of population growth rate, the County is still among those with the highest population growth rates when compared with other localities in Virginia. During the high population growth rate of the 2000-2010 period, the County was the 5th fastest growing locality in Virginia. Between 2010 and 2018, the County was the 11th fastest growing locality in the state. In James City County the most populated areas are located in the central part of the County.

Population by Age

A slight majority of the County's population falls within the 20 to 64 age group; however, over the past decades, this age group has been decreasing as a proportion of the County's Population. The County's median age and proportion of citizens 65 years and older have continued to increase substantially over the years and have continued to be higher than those of surrounding localities, the Hampton Roads MSA and the state. The growth rate of the youth population (less than 19 years old) has been declining slightly over the years.

Aging Population

The median age for residents in James City County is 46.4, a 35% increase from 1990. The aged 65+ cohort grew 3.65% from 2010 to 2018. This cohort represents nearly one quarter of the population."

Residents under 19 represent 22.8% of the population

Median Age:
46.4
(35% increase from 1990)

Residents aged 65+ represent 24.25% of the population

Source: Decennial Census and American Community Survey (ACS) 5-Year

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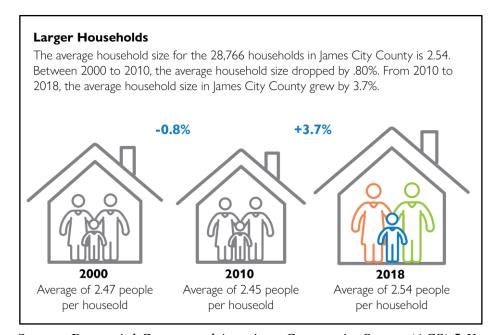
[1] Weldon Cooper Center, Hamilton Lombard, January 27, 2020, "Population growth in Virginia slowest in a century as out migration continues."

Population by Race and Ethnicity

The overall racial composition of the County has remained relatively unchanged over the past four decades with whites constituting the majority of the population. The percentage of African Americans have been decreasing over time in James City County while other races (e.g., Native American, Asian, etc.) and Hispanics (ethnicity) of any race have been increasing. Both Williamsburg and York County have slightly more diverse populations with more representation of other races in their populations than James City County. The Hampton Roads MSA and the state also have higher rates of diversity.

Population by Average Household Size

A household includes all persons living in a housing unit. In James City County the average household size has been decreasing over the last few decades. However, since the last Census, it has begun to rise and that appears to be part of a nationwide trend.

Larger Households
The average household size for the 28,766 households in James City County is 2.54. Between 2000 to 2010, the average household size dropped by .80%. From 2010 to 2018, the average household size in James City County grew by 3.7%.

-0.8%   +3.7%

| 2000 | 2010 | 2018 |
| Average of 2.47 people per houseold | Average of 2.45 people per houseold | Average of 2.54 people per household |

Source: Decennial Census and American Community Survey (ACS) 5-Year

This on-going trend could be the result of more people living in multigenerational households and/or more people living together due to economic reasons. The majority of households in James City County are led by married couples. An increase in the average household size may have implications for the County's housing industry as the trend of

more people living together may require fewer housing units or more housing that addresses specific needs (multi-generational homes).

Population by Nativity and Foreign Born and Language Spoken

The number of people living in the County who were born outside the country has been increasing over time. Historically, the foreign born population has come primarily from Europe, Asia, and Latin America. However, according to the most recent data from the Census the proportion of the foreign born population from Europe has been decreasing over recent decades while the proportion of people coming from Asia and Latin American is on the rise.
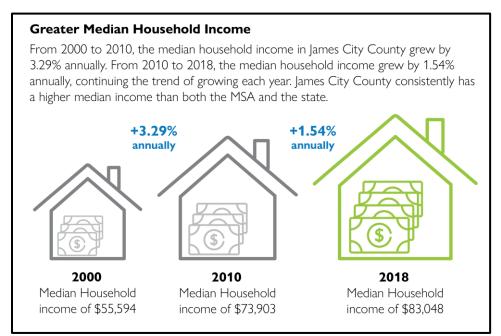
The number of people speaking a language other than English has also been increasing over the years. A similar trend can be observed in adjacent localities, in the Hampton Roads MSA, state, and the country. The increase in the number of foreign born residents and speakers of a language other than English appears to indicate that the County's population is gradually becoming more culturally diverse.

Population by Educational Attainment

The County's population is relatively well-educated. In 2018, almost half of the County's population age 25-and-over had a bachelor's degree or higher level of education and more residents in the same age cohort had completed higher levels of education (e.g., bachelors/graduate or professional degree) than residents in York County and Williamsburg. A well-educated population yields a well-educated workforce which has the potential to provide socio-economic benefits to the community.

Population by Median Household Income and Poverty

Median household income is a good measurement of a community's general economic health.

Greater Median Household Income

From 2000 to 2010, the median household income in James City County grew by 3.29% annually. From 2010 to 2018, the median household income grew by 1.54% annually, continuing the trend of growing each year. James City County consistently has a higher median income than both the MSA and the state.

+3.29% annually   **+1.54%** annually

2000
Median Household income of $55,594

2010
Median Household income of $73,903

2018
Median Household income of $83,048

Source: Decennial Census and American Community Survey (ACS) 5-Year

Despite the growth in the median household income, almost 8% of the County's population lives in poverty. According to the U.S. Federal Poverty Guidelines in 2018, a household with four persons (two adults and two children) was in poverty if the household income was less than $25,465 annually. Of all age cohorts, children under 18 years old have the highest level of poverty in the County.
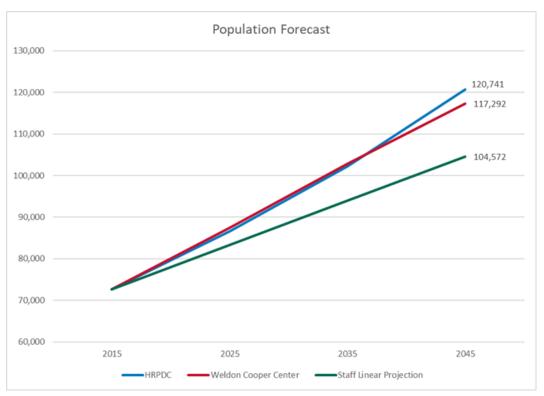
Population Projections

The practice of forecasting population growth into the future is not an exact science. Different factors such as population birth/death rates, in-and-out migration, immigration, the "graying of America," economic growth, and state and local regulations are used in combination with a number of different assumptions and considered as part of the forecasting process.

The Hampton Roads Planning District Commission (HRPDC) and Weldon Cooper Center have prepared population projections for the County for the years 2025, 2035, and 2045. Figure 1.0 below compares these two projections along with a third population projection model known as linear projection, chosen for its fit with James City County's historical population trend. It is likely that the County's population in 2025, 2035, and 2045 will fall within a range established by each of these projection. Even with the uncertainties

involved, the exercise of forecasting population into the future is an important tool localities have to proactively address the challenges of future generations.

Figure 1.0. Forecast Population Growth, 2025, 2035, 2045

Source: Weldon Cooper, HRPDC, and Planning staff

Age Cohort Projection[2]

In 2018, slightly more than half of the County's population belonged to the 20 to 64 years age cohort followed by the 65 and older and the less than 19 years old age cohorts. As projected by the Weldon Cooper Center, the proportion of the 20 to 64 age cohort will decrease in the years to come and represent 46% by 2040. The percentage of the population less than 19 years old will remain relatively stable over the next decades representing almost 20% of the County population by 2040. The population 65 and older is projected to continue to increase and represent 34% of the population by 2014.

The growing number of the population 65 and older and the strong and steady representation of the population less than 19 years old presents opportunities and challenges for the County such as the provision of housing and transportation that meets the needs of seniors; investments in schools and educational programs for youth and seniors; and adequate employment, safety, and recreation considerations.

Population-Youth

The youth population of James City County (less than 19 years old) has been decreasing over the years. However, the raw numbers show substantial growth. By the year 2040, the Weldon Cooper Center expects this figure to rise to 27,085, representing an increase of 60% over the next 20 years. This growth will continue to increase the demand for youth services in the County.

Data show that there can be barriers to obtaining youth services. In focus group sessions conducted for the 2001 Community Services Strategic Plan for Children and Youth, participants most frequently responded that lack of awareness was their most significant obstacle to youth services. Other barriers noted were the lack of space for programs and services, lack of adequate transportation, and direct cost to client. These barriers also affect the larger considerations of child care, recreation facilities, and community economic development. More current data is needed to understand to what degree these or other barriers are still in play.

Youth Services - Addressing Youth Needs

The James City County Parks & Recreation Department has identified key leadership skills that enable youth to gain a better understanding of themselves, their peers and their community, and has integrated these skills into their programming. Their belief is that youth should be given the opportunity to be involved in decision-making that directly impacts their lives and their communities.

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[2] Because 2025, 2035, and 2045 age cohort information is not currently available, staff is using age cohort data from available 2020, 2030, and 2040 projections.

- The Youth Advisory Council and Teens Toward Success Programs. This program provides mechanisms through which young people can shape and influence the decision-making that affects their lives and communities. Since 2015, teens in these programs have volunteered an average of 2,500 service hours annually, building skills and increasing employability. Nearly 40 teens from Teens Toward Success have been hired as recreation leaders by the Department's Recreation Services Division.

- The Teens On Point Program. This program offers camps and after-school care to students age 10-14. Enrollees participate in community service and also mentor youth in REC Connect, the Department's before and after school and camp program for students ages 5-10. Residents of James City County and the City of Williamsburg who are ages 5-17 receive free membership to the Abram Frink Jr. Community Center. By applying to the Discount Assistance Program, qualifying families can receive discounts on many programs including Teens On Point and REC Connect, as well as membership to County recreation centers.

- Neighborhood Outreach Program. In 2015, Parks & Recreation established Neighborhood Outreach as a core program area. The purpose of Neighborhood Outreach is to expand recreation services to lower income neighborhoods. Neighborhood Outreach seeks to reach vulnerable populations of youth, teens, adults, and families who rarely participate in centralized recreation programs due to financial, transportation, cultural, interest or lifestyle barriers.

The James City County Police Department also continues to sponsors numerous community and school educational programs designed to help youth including:

- Every 30 Minutes (annual alcohol awareness event, mock DUI crash);
- Bicycle Rodeos (bike safety program);
- C.O.P.s (Community Outreach Program);
- Police Pathfinders (activities to teach youth about a career in law enforcement);
- Police Science Club (club for Toano Middle School students interested in law enforcement);
- SIDNE (Simulated Impaired Driving Experience teaching the dangers of driving while impaired or distracted); and
- Resisting Aggression Defensively (safety program for children ages 5-12).

The private and nonprofit sectors offer many other programs and services for youth. Organizations such as Big Brothers Big Sisters, Girl Scouts, Boy Scouts, and the YMCA.

An important issue that has been growing over the years that affects both the youth and senior populations is related to kinship caregivers for children. A kinship caregiver is related by blood or marriage, who has been placed in the role of caregiver for a child. This may be a grandparent, godparent, aunt, uncle, sibling, family friend, or other relative. There

is an increasing trend of kinship caregivers in the County, with the majority being grandparents. In 2019, to support the needs of kinship caregivers, James City County started the Greater Williamsburg Regional Kinship Program with the City of Williamsburg, and York-Poquoson Social Services.

Population-Seniors

The senior population, ages 65 and older, is the fastest growing age cohort in the County. In 1990 there were 8,097 people aged 65 and older. In 2018 this figure increased to 17,930. By the year 2040, the Weldon Cooper Center projects this figure to rise to 46,581 representing an increase of 160% over the next 20 years.

This growth can be attributed to natural aging of the population (baby boomers aging in place) and people moving to James City County to retire. This substantial growth of the 65 and older population will continue to increase the demand for senior services in the County.

Senior Services - Addressing the Needs of Seniors

The James City County Department of Community Services has indicated the importance of addressing the needs of seniors in the following areas:

- **Health Care:** The Senior Services Coalition has found that necessary health care services are mainly provided by the private sector at this time. Older adult addictions, the need for additional geriatric psychiatric beds and personal care providers, and increased incidence of dementia, memory loss and Alzheimer's disease have been cited as problems for the senior population. In 2018, 5,512, or 28% of those over 65 and over had a disability. The growing number of aging citizens requires different health care services and increases the need for additional health care service providers in the coming years.

- **Housing:** The number of households headed by individuals aged 65 and older continue to increase in the County; from 15% in 2000 to 37% in 2018. Many older adults want to remain at home, but recognize that they may need to rely upon social and health resources in order to successfully age in place. There are a number of locally available services to help seniors remain at home for as long as is safely possible. Support to enable senior citizens to remain in their houses can be provided by the community's Neighbor to Neighbor Program, Williamsburg Faith in Action, Peninsula Agency on Aging (PAA), area healthcare systems, and paid in-home care providers.

- **Nutrition Assistance:** Due to income constraints, many seniors live in households that area food insecure, with limited access to healthy food. Benefits such as the

Supplemental Nutrition Assistance Program (SNAP) and organizations such as Meals on Wheels and the Peninsula Agency on Aging work to address hunger for the senior community.

- **Transportation:** Transportation continues to be a great need for seniors in James City County. Peninsula Agency on Aging (PAA), Williamsburg Area Transit Authority (WATA), and Williamsburg Faith in Action provide transportation to seniors. The PAA transportation program RIDES utilizes wheel chair accessible vans as well as community volunteers to transport senior citizens, aged 60 and older, to non-emergency medical appointments.

  WATA provides fully accessible buses for customers on the fixed routes. Buses have the ability to kneel to the ground, and integrated wheelchair ramps provide a smooth transition on to the bus for disabled citizens. For citizens unable to get to or from a bus stop, there is paratransit service. Paratransit is door to door, curb to curb, or origin destination shared ride service.

  Williamsburg Faith in Action provides door to door transportation for non-emergency medical appointments, as well as transportation for grocery shopping, hair appointments, or other errands.

  Housing units that are accessible and affordable to seniors which are located along public transportation routes and adequately served by pedestrian facilities can help facilitate mobility for seniors around the community.

- **Employment:** Many seniors are on fixed incomes and are negatively impacted by inflation, forcing them to seek employment to support themselves. Many of these individuals are skilled, well-educated, require little on-site job training, and want to hold part-time employment positions. Efforts to increase and expand the area's job opportunities should include strategies informing employers of the availability of this potential workforce and encouraging them to employ these retirees.

The Parks & Recreation Department plays an important role in filling service gaps for programs and services not offered by the private and nonprofit sectors for seniors offering programs such as the Lounge, Club 55+, Silver Sneakers, and Renew Active. Other County Departments are also working to address senior needs. The County Police Department offers programs that assist seniors that include Project Lifesaver, Fraud/Scam Surveys, and Prescription Drug Take Back.

Spotlight on Implementation

Keeping in mind the demographic trends of the County, careful attention must be given to youth and seniors, who have more specialized needs than the general population. To create a safe and healthy environment and to provide the framework for their future well-being, the County has established a series of strategies and actions designed to provide the means for all citizens, especially youth and seniors, to have safe, affordable, and convenient access to programs, services, and activities.

The work toward promoting enhanced mobility for the County's population, especially for youth and seniors has been on-going. A number of the programs through WATA, the PAA, and Williamsburg Faith in Action are described above. In addition, the County has continued to pursue sidewalks, multi-use trails, and other facilities both through private-sector development and through publicly-funded projects, guided by the Pedestrian Accommodation Plan, Regional Bikeways Master Plan, and Greenway Plan. County ordinances have been amended to strengthen the requirements for private-sector development. On the publicly-funded side, one example is the funding received from the Safe Routes to School program to enhance mobility for youth and their families near Clara Byrd Baker Elementary School.

The County and its many partners has also continued to strive to provide educational and recreational activities and locations geared toward specific interests and a wide range of ages, including youth and seniors. Continuing to support educational programs for early childhood is an important goal for the County. A partnership between the County's Social Services department, Child Development Resources, and the Williamsburg-James City County Headstart program has supported local efforts of Governor Northam's School Readiness Team to strengthen Virginia's early childhood system, including developing a plan to ensure all at risk three and four year olds in Virginia have access to a publicly subsidize care and education options by 2025.

In terms of recreation, the County's Parks and Recreation Department has provided many services and programs geared both toward youth and seniors, some of which are described above. The Department has worked to assess programs and services to meet diverse needs, often seeking input from the community in the process, such as the Community Recreation Plan Survey and Analysis that was completed in Grove, and the on-going coordination with Neighborhood Advisory Groups in the Grove and Lafayette neighborhoods. The Department has also partnered with many organizations, including Bacon Street Youth and Family Services, Special Olympics Area 6 and WJCC Schools, which expands their ability to provide services to youth and seniors.

Another part of addressing the needs of youth and seniors is working toward cost structures that help facilitate the ability of youth of seniors to access the services they need, including access to health care and housing. To assist low- and moderate-income seniors age in place,

James City County was awarded a $350,000 Virginia Housing Rural Rehab Grant and $1 million Scattered Site Community Development Block Grant (CDBG) Housing Rehabilitation grant to address the housing needs of 29 low to moderate income, elderly, disabled, senior head of households. The County's Parks and Recreation Department has continued to evaluate cost structures to reduce barriers and has a discount assistance program and free youth passes at the Abram Frink Jr. Community Center, among other programs. Finally, the Social Services Department has worked hard to ensure that County residents are knowledgeable about the services that are available to them, such as the recent expansion of Medicaid.

With the many different programs and services available, helping residents understand and navigate to the best outcomes has continued to be a major goal. One program mentioned above is the Greater Williamsburg Regional Kinship Program. Another example is the Community Outreach Network Educate Care Thrive (CONECT) program, a partnership between Social Services, the Police Department, and the Fire Department. The CONECT program works with citizens 60 years of age and older and citizens 18-59 years old with a disability. The program reaches out to citizens and caregivers that are need of services, links citizens to community partners in the Greater Williamsburg region, utilizes resources and personal preferences to develop a plan for the future, enhances the health, well-being, and quality of life in our community, and encourages aging in plan safely and gracefully.

The many efforts detailed above to meet the needs of our youth and senior populations have been ongoing, but still require further action to ensure the County's vision is realized.

<u>Population - Community Guidance Summary</u>

This document summarizes the public input most directly related to the Population chapter that has been received so far. As noted below, information from the second and third rounds of public engagement will be added later. Through the survey and the first found of public engagement, one of the public engagement themes that most directly relates to this chapter is: "Enhance the quality of life with additional amenities."

I.   Scientific Survey: 2019 Citizen Survey

-   Roughly 62% of respondents felt that growth in James City County is happening "a little too fast" or "much too fast," compared to about 32% who felt that the growth rate is "about right."

-   Many of the other questions in the survey (feedback on the public school system, public libraries, parks and recreation services, housing opportunities for citizens, etc.) have aspects that relate to the Population chapter, particularly regarding meeting the needs of youth and senior demographics, but will be included in the public input summaries for other chapters.

Open Ended Question Responses:

Responses to the three open-ended questions can be found here, on pages E-1 through E-106: https://jamescitycountyva.gov/DocumentCenter/View/22801/2019-Final-Survey-Report-with-Appendices-PDF.

The three open-ended questions were: 1) Over the next 20 years, what are the most important land uses and activities that should occur in Rural Lands in James City County? 2) What do you like about living in the County? and 3) What would you like to see change in the County in the future?

For the Population chapter, various responses to all three questions had relevance to this chapter. Examples of ideas or issues mentioned by respondents include the following:

-   Concerns about the rate of growth and development, and loss of rural qualities and character.

-   The County's responsibility to meet seniors' unique needs, including access to high-quality, low-cost medical care, and the need for housing stock that can accommodate the increasing population of older adults in need of senior living facilities.

-   Needing a greater effort to attract millennials and working professionals to support our aging population. Walkable developments, skilled jobs, affordable housing, and social and cultural activities were all suggestions to help attract this demographic.

-   The importance of investing in the youngest generation and fostering a family-friendly atmosphere.

II.   First Round Community Engagement: Summit on the Future

As a follow-up to the survey, the County hosted the Engage 2045 Summit on the Future in the fall of 2019 to engage with citizens to determine their vision for the future of the County. During the polling portion of the Summit and online polling that continued weeks after, respondents were asked to indicate their biggest concern for the County's future, and 17% answered that the growth of the County's population was their biggest concern, ranking number two among six possible responses.

While "managing growth" was the most frequent response to a separate question of what is most important to accomplish, ensuring the County is welcoming to a diverse array of people was cited by 12% of respondents, ranking number three among six possible responses.

Participants were also provided an opportunity to share their "Big Ideas." These responses included ideas to promote supportive services for at-risk populations including, in no particular order: community support for individuals with mental health issues, a homeless shelter, and recruitment of better health care services. These responses also included ideas to promote the addition of school and pre-school capacity, including: building another high school due to increasing population, having dedicated pre-school buildings, and addressing school system class size.

III. Second Round Community Engagement: Exploring our Alternative Futures Assembly and Online Questionnaires

This effort is on-going and relevant feedback will be included here in the future.

IV. Third Round Community Engagement: TBD

This effort is tentatively planned for December 2020 and relevant feedback will be included here in the future.

Population Technical Appendix

I.   James City County Population at a Glance

Current Total Population **74,153**	Median Age **46.4 years old**	Median Household Income **$83,048**
Race Distribution White: 59,610 representing **80.4%** of the population Black or African American: 9,759 representing **13.2%** of the population Other races: 4,784 representing **6.4%** population	Sex Distribution Female Population: 38,269 representing **51.6%** of the population Male Population: 35,884 representing **48.4%** of the population	Civilian Labor Force 34,852 representing **57.2%** of the population Employed: 33,444 representing **54.8%** of the population Unemployed: 1,408 representing **2.3%** of the population Unemployment Rate **4.0%** of the civilian labor force
Citizenship U.S. Citizen: 72,142 representing **97.3%** of the population Not a U.S. Citizen: 2,044 representing **2.8%** of the population	Age Distribution (Select) Population under 18 years old: 15,119 representing **20.4%** of the population Population 65 and older: 17,930 representing **24.2%** of the population	Housing Tenure Owner-occupied: 21,434 representing **74.5%** of all occupied housing units Renter-occupied: 7,332 representing **25.5%** of all occupied housing units
Spoken Language **92.7%** speak only English **7.3%** speak a language other than English	Below Poverty Line 5,695 individuals representing **7.8%** of the population is below poverty level	Homelessness * **37** people based on the 2019 Point in Time Count Results

Source: *2014-2018 American Community Survey (ACS) 5-years, * Greater Virginia Peninsula Homelessness Consortium*

II. Profile of Past and Current Data

Most of the information in this section, both in the narrative and in the tables, is drawn from the 2014-2018 American Community Survey (ACS) 5-year Narrative Report, which is the most reliable and comprehensive data that is available. Data from this report is referred to in the text below as the "5-year ACS estimate." Other data sources are noted where applicable. For more information about sources and reference please refer to Section V of this appendix.

Population and Growth

According to the 5-year ACS estimate, in 2018, the County had a population of 74,153. Table 1.0 compares the County's population with adjacent localities, the Hampton Roads Metropolitan Statistical Area (MSA), and the state since 1990.

Table 1.0. Total Population Comparison, 1990-2010; and 2018

	1990	2000	2010	2018
James City County	34,859	48,102	67,009	**74,153**
York County	42,434	56,297	65,467	**67,587**
Williamsburg	11,530	11,998	14,068	**14,788**
MSA	1,396,107	1,578,513	1,648,136	**1, 722,001**
VA	6,187,358	7,078,513	8,001,024	**8,413,774**

Source: U.S. Census Bureau, Decennial Census 1990-2010. 2018, 5-year ACS estimates

In terms of the percent growth, Table 2.0 below shows the percent growth per decade. Without the 2020 Census data, it is not possible to add equivalent data for the most recent decade. However, the average annualized percent growth is provided in parentheses for James City County, and can be compared to more recent estimated annual population growth rates. Over the last five years, the annual growth rates estimates produced by Planning staff have ranged between slightly over 1% to around 2%, which are lower rates than in past decades.

Table 2.0. Percent of Population Growth, 1980-2010

	1980-1990	1990-2000	2000-2010
James City County	53.6% (**5.36**)	37.6% (**3.76**)	39.3% (**3.93**)
York County	19.6% (**1.96**)	32.6% (**3.26**)	16.2% (**1.62**)
Williamsburg	16.8% (**1.68**)	3.9% (**3.9**)	14.6% (**1.46**)
MSA	19.2% (**1.92**)	12.9% (**1.29**)	4.6% (**4.6**)
VA	15.7% (**1.5**)	14.4% (**1.4**)	13.0% (**1.3**)

Source: U.S. Census Bureau, Decennial Census 1980-2010.
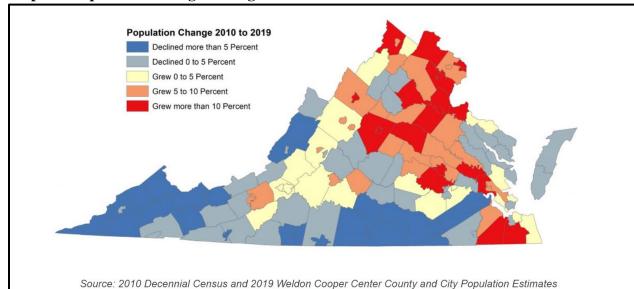
The County's slower annual growth rate appears to be similar to the state trend. The 2019 Population Estimates for Virginia's Counties and Cities report released by the Weldon Cooper Center shows that although the state added over half a million new residents since the last census in 2010, population growth has slowed across Virginia in recent years reaching its lowest levels since the 1920s.

Graphic 1.0. Decrease of the Annual Population Growth in Virginia

Source: Decennial Census and 2019 Weldon Cooper Center

Despite the slower rate of growth compared to past decades, the County's population continue to grow at a faster rate than the majority of other localities in the state. The map below prepared by the Weldon Cooper Center for Public Service shows population change between 2010 and 2019 in Virginia. James City County is one of the few localities with a population growth of more than 10% during this period of time.

Map 1.0. Population Change in Virginia between 2010 and 2019

Source: 2010 Decennial Census and 2019 Weldon Cooper Center County and City Population Estimates

Population Characteristics

Over the last four decades, the County's population has changed not only in terms of numbers but also in terms of its composition: age, race, and sex. The change in local population characteristics is likely a reflection of national and state trends such as lower birth rates, the aging of the American population and high levels of life expectancy.

Population by Age

The breakdown of James City County's population over the last decades shows a gradual increase in the population 65 and over. In 2018, the 65 and older population represented almost a quarter of the total population of the County. As the growth of this segment of the population is forecasted to continue to grow, important consideration must be given to how the County will address this population's needs for housing, transportation, safety, and health care.

Table 3.0. Age Cohort Growth, 1990-2010; 2018. Number and (Percentage)

	1990	2000	2010	2018
Total population	34,859. **(100%)**	48,102 **(100%)**	67,009 **(100%)**	74,153 **(100%)**
Under 5	2,466 **(7.7%)**	2,709 **(5.6%)**	3,461 **(5.2%)**	3,622 **(4.9%)**
5 to 19	6,892 **(19.7%)**	9,383 **(19.5%)**	12,267 **(18.2%)**	13,269 **(17.9%)**
20 to 64	21,486 **(61.6%)**	27,913 **(58.1%)**	37,411 **(55.9%)**	39,332 **(53.0%)**
65 and older	4,015 **(11.5%)**	5,731 **(16.8%)**	13,870 **(20.6%)**	17,930 **(24.2%)**

Source: U.S. Census Bureau, Decennial Census 1990-2010. 2018, 5-year ACS estimates

Generally James City County has an older population than adjacent localities, the Hampton Roads MSA and the state. According to the ACS 5-year estimates, in 2018 the County's median age was 46.4 years, approximately 7 and 21 years older than the median ages for York County and the City of Williamsburg, respectively; and 10 and 8 years older than the median ages for the Hampton Roads MSA and for the state, respectively. The median age in the County increased by 35% from 1990 to 2018, a greater increase than other localities, the Hampton Roads MSA and state.

Table 4.0 Median Age Comparison, 1990-2010; and 2018

	1990	2000	2010	**2018**
James City County	34.3	40.8	44.9	**46.4**
York County	32.8	36.5	39.4	**39.5**
Williamsburg	22.5	22.6	23.1	**24.6**
MSA	29.7	35.2	35.3	**35.9**
VA	32.5	35.7	37.5	**38.1**

Source: U.S. Census Bureau, Decennial Census 1990-2010. 2018, 5-year ACS estimates

Similar to median age, the proportion of the population 65 years and older in the County continues to be greater than surrounding localities, the Hampton Roads MSA, and the state, and has continued to increase over time.

Table 5.0 Changes in Proportion of the Population 65 years and older, 1990-2010; and 2018

	1990	2000	2010	**2018**
James City County	12.0%	16.8%	20.6%	**24.2%**
York County	7.4%	9.1%	12.1%	**15.3%**
Williamsburg	11,8%	11.6%	13.4%	**14.8%**
MSA	9.03%	10.3%	11.6%	**13.8%**
VA	10.8%	11.2%	12.2%	**14.2%**

Source: U.S. Census Bureau, Decennial Census 1990-2010. 2018, 5-year ACS estimates

Population by Age and Sex

The percentage of female population in James City County is slightly higher than the male population. The percentage of females and males are almost evenly divided between the different age cohort groups.

Table 6.0 Population by Age and Sex-2018

	Population	Under 5	%	5-19	%	20-64	%	65 and over	%
Total	74,153	3,622	4.9	13,269	17.9	39,332	53.0	17,930	24.2
Female Population	**38,269**	1,607	4.2	6,658	17.4	20,282	53.0	9,643	**25.2**
Male Population	**35,884**	1,794	5.0	6,566	18.3	19,018	53.0	8,289	**23.1**

Source: 5-year ACS estimates

Population by Race

In 2018, approximately 97% of the population identified themselves as one race only. Table 7.0 below shows the breakdown of the County's race composition from 1990 to 2018 for the population who reported one race only. While the white population has remained stable over the years, the Black/African American population has seen a slight decrease in numbers. The number of Hispanics of any race has been increasing since 1990.

Table 7.0 Population by Race and Ethnicity 1990-2010; and 2018. Numbers and Percentage

Race	1990	%	2000	%	2010	%	2018	%
White alone	27,804	**79.7**	39,316	**81.9**	53,792	**80.2**	59,610	**80.4**
Black or African American alone	6,460	**18.5**	6,910	**14.4**	8,805	**13.1**	9,759	**13.2**
Others	595	**1.7**	1,725	**3.6**	4,412	**6.5**	2,318	**3.1**
Total Population	34,859	**100.00**	48,102	**100.00**	67,009	**100.00**	74,153	**100**
Ethnicity								
Hispanic (any race)	382	**1.9**	816	**1.7**	3,024	**4.51**	4,138	**5.6**

Source: U.S. Census Bureau, Decennial Census 1990-2010. 2018, 5-year ACS estimates.

The racial composition of the County is similar to that of York County and the City of Williamsburg. However, the Hampton Roads MSA and the state have higher percentages of racial diversity.

Table 8.0 Comparison of Population by Race and Ethnicity in 2018. Percentage

	White Alone	Black of African American Alone	Others	Hispanic of any race
James City County	80.4%	13.2%	3.1%	5.6%
York County	75.5%	13.0%	7.1%	6.2%
Williamsburg	74.5%	14.0%	7.0%	7.1%
MSA	59.2%	30.6%	10.0%	6.6%
Virginia	68.0%	19.2%	12.8%	9.2%

Source: U.S. Census Bureau, 5-year ACS estimates

Population by Households

According to the 5-year ACS estimates, in 2018 the County had 28,766 households with an average household size of 2.54 people; similar to the average household sizes of York County, the Hampton Roads MSA, and the state.

Table 9.0 Average Household Size, 1990-2010; and 2018

	1990	2000	2010	**2018**
James City County	2.63	2.47	2.45	**2.54**
York County	2.90	2.78	2.70	**2.69**
Williamsburg	2.06	2.07	2.17	**2.26**
MSA	2.69	2.60	2.55	**2.57**
VA	2.61	2.54	2.54	**2.61**

Source: U.S. Census Bureau, Decennial Census 1990-2010. 2018, 5-year ACS estimates

In 2018, the majority of households were families, either married-couple families or other families. However, a significant percentage of households in the County were people living alone, as shown in Table 10.0 below.

Table 10.0. Types of Households in James City County, 2018

Types of Households	%
Married-couple families	59.4
Other families	11.7
People living alone	24.8
Other nonfamily households	4.1

Source: 5-year ACS estimates

Population by Nativity and Foreign Born

In 2018, an estimated 93.5% of the people living in the County were U.S. natives, and 39.9% of the County's population were living in the state where they were born. Approximately 6.5% of the County's residents were foreign-born and this number has been increasing since 1990. Approximately 58.1% of foreign born were naturalized U.S. citizens and an estimated 79.2% entered the country before the year 2010.

Table 11.0. Nativity and Foreign Born in James City County, 2018
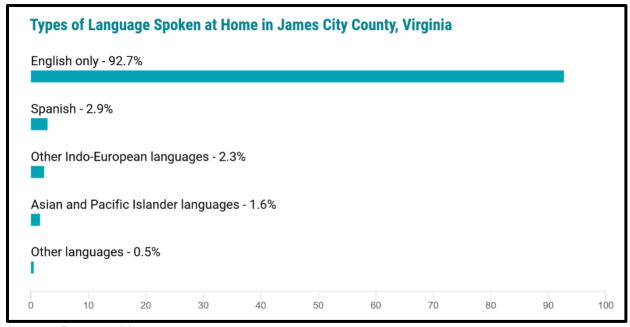
	1990	2000	2010	**2018**
Native	96.5%	95.%	92.7%	**93.5%**
Foreign	3.4%	5%	7.3%	**6.5%**

Source: U.S. Census Bureau, Decennial Census 1990-2010. 2018, 5-year ACS estimates

Population by Language Spoken at Home and Ability to Speak English

Among people at least 5-years-old living in the County approximately 7.3% spoke a language other than English at home. Spanish was spoken by 2.9% of people at least 5-years-old.

Graphic 2.0. Percent of the Population 5 Years and Over who Speak a Language other than English

Source: 5-year ACS estimates

Among people at least 5-years-old living in James City County, the number of people speaking a language other than English has almost doubled between 1990 to 2010 from 4.71% to 8.9%; however, from 2010 to 2018 this number has decreased to 7.3%. Both York County and the City of Williamsburg and the Hampton Roads MSA and the state have higher rates of speakers other than English than the County.

Table 12.-0. Speak language other than English in James City County, 1990-2010; and 2018
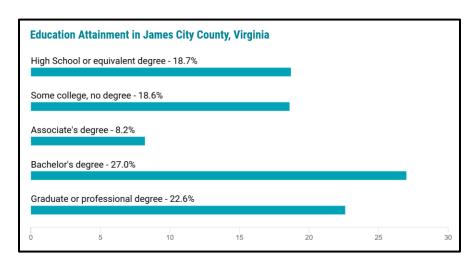
	1990	2000	2010	**2018**
James City County	4.71%	5.3%	8.9%	**7.3%**
York County	4.8%	6.5%	8.2%	**11.4%**
Williamsburg	6.9%	7.1%	7.9%	**13.6%**
MSA	5.6%	6.7%	8.4%	**9.1%**
VA	N/A	10.2%	14.1%	**16.1%**

Source: U.S. Census Bureau, Decennial Census 1990-2010. 2018, 5-year ACS estimates.

Population by Educational Attainment

According to the ACS 5-year estimates, in 2018, 95.0% of people 25 years and over in the County had at least graduated from high school and 49.6% had a bachelor's degree or higher. An estimated 5.0% did not complete high school. The table below breaks down into percentages the education attainment for the County.

Graphic 3.0. James City County-Educational Attainment, 2018

Source: 5-year ACS estimates

The number of people 25 years and over who has at least graduated from high school has been growing over the last decades in James City County and in the Hampton Roads area as well. The Hampton Roads MSA as a whole has the highest percentage of people 25 and over with a high school diploma or higher at 95.6%.

Table 13.0.Percent with High School Diploma or Higher, 1990-2020; and 2018

	1990	2000	2010	**2018**
James City County	82.5%	89.4%	95.1%	**95.0%**
York County	88.3%	91.5%	95.1%	**94.4%**
Williamsburg	83.7%	89.6%	93.5%	**94.1%**
MSA	79.1%	74.3%	89.6%	**95.6%**
VA	75.2%	81.6%	86.5%	**89.9%**

Source: U.S. Census Bureau, Decennial Census 1990-2010. 2018, 5-year ACS estimates.

The number of people with a bachelor's degree or higher also shows an upward trend, with numbers increasing not only for the County but for the Hampton Roads area as well. The City of Williamsburg has seen one of the biggest increases in 2018 with almost 57% of its population with a bachelor's degree or higher. The state has the lowest rate at 38.2%.

Table 14.0 Percent with Bachelor's Degree or Higher, 1990-2010; 2018
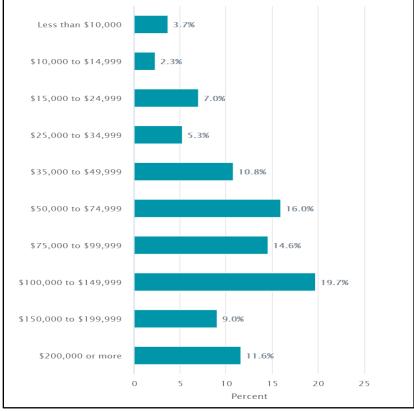
	1990	2000	2010	**2018**
James City County	32.9%	41.5%	44.7%	**49.6%**
York County	28.9%	37.3%	43.6%	**45.4%**
Williamsburg	42.9%	45.1%	43.3%	**56.7%**
MSA	20.1%	23.8%	28.6%	**31.5%**
VA	24.5%	29.6%	34.2%	**38.2%**

Source: U.S. Census Bureau, Decennial Census 1990-2010. 2018, 5-year ACS estimates.

Population by Median Household Income and Poverty

In 2018, the median income of households in the County was $83,048. An estimated 3.7% of households had income below $10,000 a year and 11.6% had income of $200,000 or more.

Graphic 4.0. Household Income in James City County, Virginia in 2014-2018

Source: 5-year ACS estimates

Median income has continued to grow in the County over the years. The County's median income increased 3.97% between 1990 and 2000 (annually) and 3.29% between 2000 and 2010 (annually). From 2010 to 2018, the County's income has increased 1.54% annually. Over the years, the County's median income has been consistently higher than both the Hampton Roads MSAs and the states.

Table 15.0. James City County Median Income Over Time, 1990-2010; 2018

	1990	2000	2010	**2018**
James City County	$39,785	$55,594	$73,903	**$83,048**
York County	$40,363	$57,956	$79,120	**$90,367**
Williamsburg	$25,393	$37,093	$50,794	**$56,163**
MSA	$34,785	$42,448	$57,605	**$64,534**
VA	$33,328	$46,677	$60,674	**$71,564**

Source: U.S. Census Bureau, Decennial Census 1990-2010. 2018, 5-year ACS estimates.

The number of individuals below the poverty level in the County has decreased over time, from 15.7% in 1990 to 7.8% in 2018, below the level in the Hampton Roads MSA and state.
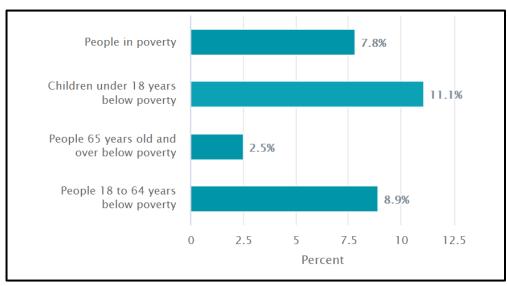
Table 16.0. Percent of Population Below Poverty Level, 1990-2010; 2018

	1990	2000	2010	**2018**
James City County	15.7%	7.8%	8.7%	**7.8%**
York County	13.9%	6.1%	4.3%	**4.7%**
Williamsburg	24.5%	22.0%	23.0%	**22.4%**
MSA	11.5%	10.6%	10.6%	**11.7%**
VA	22.4%	11.6%	11.1%	**10.9%**

Source: U.S. Census Bureau, Decennial Census 1990-2010. 2018, 5-year ACS estimates.

The graphic below shows the percentages of people experiencing poverty in different age categories.

Graphic 5.0. Poverty Rates in James City County in 2018 (Percent)

Source: 5-year ACS estimates.

To define who is in poverty the Census Bureau uses a set of money income thresholds that vary by family size and composition. If a family's total income is less than the family's threshold, then that family and every individual in it is considered in poverty. The official poverty thresholds do not vary geographically.

Youth and Seniors

In 2018, approximately 28% of the population 65 and over had some type of disability in James City County. This is the same percentage as the state and lower than the MSA and adjacent localities.

Table 17.0 Disability Population over 65 in 2018. Percentage

	Total Population over 65	Population over 65 with disability	% of population over 65 with disability
James City County	17,930	5,152	28%
York County	10,313	3,273	31%
Williamsburg	2,195	739	33%
MSA	237,960	80,645	34%
VA	1,383,444	396,216	28%

Source: 5-year ACS estimates.

The number of individuals 65 and older who are the head of a household has increased over the years from 15% in 1990 to 37% in 2018.

Table 18.0 Population 65 and over head of household, 1990-2010; and 2018. Percentage

	1990	2000	2010	2018
Total Households	15,508	19,003	25,861	28,766
Total Households 65 and over	2,377 (15%)	1,706 (8.9%)	5,597 (21%)	10,670 (37%)

Source: 5-year ACS estimates

Population Experiencing Homelessness - the Point in Time Count

One of the ways used to count the number of people experiencing homelessness in the region, is through the Point in Time Count. The count is conducted during a specific 24-hour period, once a year, across the six jurisdictions comprising the Greater Virginia Peninsula Homelessness Consortium (GVPHC) which includes: the cities of Hampton, Newport News, Poquoson, Williamsburg, and the counties of James City and York. In 2019, the Point in Time count showed and overall homeless population of 427 across these jurisdictions.

In James City County, the 2019 Point in Time Count identified 37 people experiencing homelessness, showing a trend of decrease from previous years.
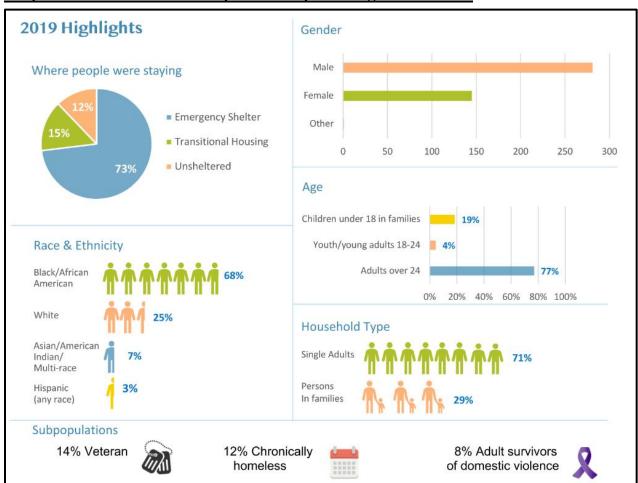
Table 19.0 Homeless Population 2015-1029

Homeless Population	2015	2016	2017	2018	2019
James City County	90	71	83	71	37
Williamsburg	39	59	24	20	30
York County	2	8	8	5	3

Source: Greater Virginia Peninsula Homelessness Consortium's 2019 Point in Time Count

Based on previous Point in Time Counts the number of people identified as homeless has been decreasing across the entire GVPHC area. In 2012, the Count showed a total of 681 persons identified as homeless. In 2019 this number decreased to 427; a reduction of approximately 37%. The graphic below shows some of characteristics of the population experiencing homelessness as captured by the 2019 Point in Time Count.

Graphic 6. Characteristics of Population Experiencing Homelessness

Source: 2019 Point in Time Count

Census Tracts

Currently, James City County has 11 census tracts. According to the Census Bureau a census tract is a geographic area normally covering a smaller area than a city or zip code and generally having a population size between 1,200 and 8,000 people, with an optimum size of 4,000 people. Census tract boundaries are delineated with the intention of being maintained over a long time so that statistical comparisons can be made from census to census. Census tracts occasionally are split due to population growth or merged as a result of substantial population decline.

The most populated census tracts in the County are generally located in the central area in the County. The number of people living in the County is generally distributed in a north-south divide with ± 40,188 people living in the central and northern areas and ± 33,895 people living in southern areas of the County.
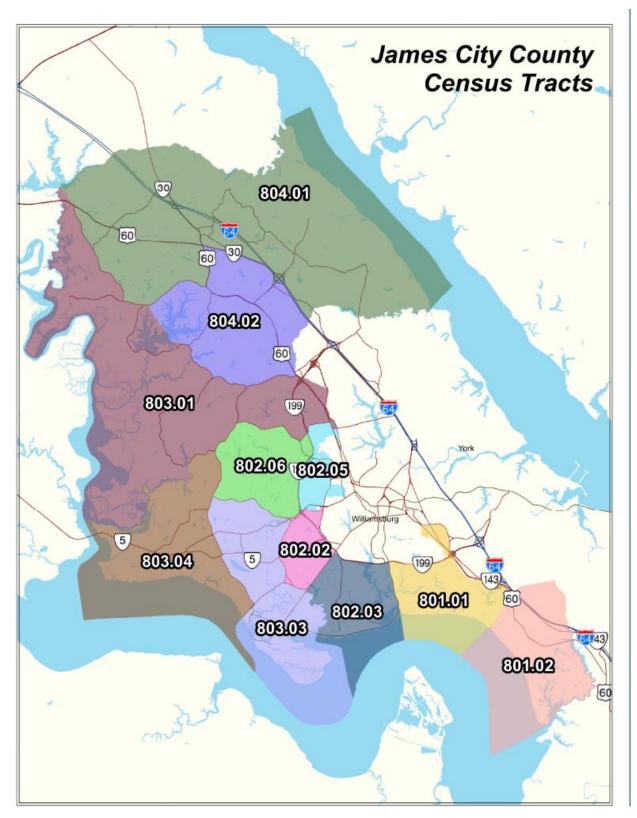
The census tract in the County with the highest median household income (Census Tract 801.01) has the highest median age and highest number of people over 25-years-old with a bachelor's degree or higher education. The census tract with the lowest median household income (Census Tract 801.02) has the youngest median age and the lowest number of people 25 and over with a bachelor's degree or higher education. Table 20.0 below shows selected socio-economic characteristics for each of the 11 census tracts in the County. Graphic 7.0 shows the location of each of the 11 census tracts in the County.

Table 20.0. Population and Socio-Economic Characteristics by Census Tract

	Population	Median Household Income	Median Age	Population 25 and over with a Bachelor's Degree or Higher	Location in the County
Census Tract					
801.01	5,594	$109,453	60.9	63.0%	South
801.02	4,487	$50,625	31.5	14.7%	South
802.02	5,836	$79,448	42.6	53.4%	South
802.03	3,433	$85,368	55.7	57.2%	South
802.05	3,966	$54,617	41.1	42.8%	Central-East
802.06	11,019	$98,197	49.7	58.6%	Central
803.01	9,030	$67,487	41.5	37.7%	North West
803.03	8,600	$95,145	45.9	57.7%	South
803.04	5,945	$109,067	52.4	59.8%	South-West
804.01	7,908	$79,775	40.7	47.6%	North
804.02	8,265	$76,882	46.5	38.1%	North

Source: U.S. Census Bureau, Decennial Census 1990-2010. 2018, 5-year ACS estimates.

Graphic 7. Census Tracts in James City County

James City County
Census Tracts

804.01

804.02

803.01

802.06 802.05

803.04

802.02

803.03

802.03

801.01

801.02

York

Williamsburg
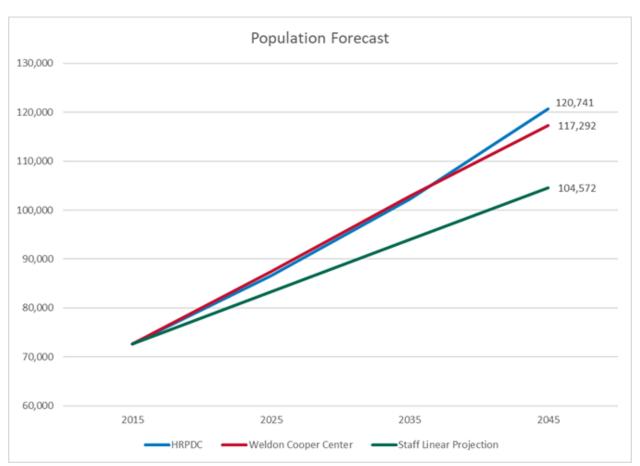
III. Profile of Future Projected Data

Population Projection

A population projection forecasts the future population. Projections are derived from a range of federal and state sources including the U.S. Census Bureau and the Weldon Cooper Center. Statewide, the Weldon Cooper Center provides population projection on behalf of the Virginia Employment Commission (VEC). Regionally, the Hampton Roads Planning District Commission (HRPDC) provides population projections for all localities in the Hampton Roads area.

The graphic below shows population projections for 2025, 2035 and 2045 prepared by the HRPDC and the Weldon Cooper Center. A third population projection model known as linear projection was prepared by staff.

Graphic 8. Population Projection for James City County; 2025, 2035, and 2045

Source: HRPDC, Weldon Cooper Center, and Planning Staff

The population projections models provided above shows that the population of the County in 2025, 2030, and 2045 will likely fall within the range established by each of these projections. It is interesting to note that the most recent projection prepared by Weldon Cooper and staff's linear projection for 2045 are lower than the projections made for 2040, 5 years ago.

Age Cohort Projection

The most current age cohort projections that are available from the Weldon Cooper Center cover the years 2030 and 2040. The table below shows the changes in numbers in each of the age cohorts projected for 2030 and 2040.

Table 21.0. Age Cohort Projection, 2030 and 2040. Percentage

	Estimate 2018	Projection 2030	Projection 2040
Under 5	3,622 (4.8%)	4,972 (4.5%)	6,055 (4.4%)
5 to 19	13,269 (17%)	16,539 (15%)	21,027 (15%)
20 to64	39,332 (53%)	51,385 (47%)	63,066 (46%)
65 and older	17,930 (24%)	36,127 (33%)	46,579 (34%)

Source: Weldon Cooper Center

IV. Comparison of Selective Demographics and Socio-Economic Characteristics between James City County and the United States

Disability

13.1% +/- 1.1%
Disabled population in James City County, Virginia

12.6% +/- 0.1%
Disabled population in the United States

Hispanic or Latino

5.6% +/- *****
Hispanic or Latino in James City County, Virginia

17.8% +/- 0.1%
Hispanic or Latino in the United States

Language Spoken at Home

7.3% +/- 0.9%
Language other than English spoken at home in James City County, Virginia

21.5% +/- 0.1%
Language other than English spoken at home in the United States

Poverty

11.1% +/- 2.8%
Children under 18 in poverty in James City County, Virginia

19.5% +/- 0.2%
Children under 18 in poverty in the United States

Homeownership

74.5% +/- 1.8%
Homeownership rate in James City County, Virginia

63.8% +/- 0.2%
Homeownership rate in the United States

Foreign Born

6.5% +/- 0.8%
Foreign born in James City County, Virginia

13.5% +/- 0.1%
Foreign born in the United States

Health Insurance

6.7% +/- 1.0%
Uninsured population in James City County, Virginia

9.4% +/- 0.1%
Uninsured population in the United States

Age and Sex

46.4 +/- 0.5
Median age in James City County, Virginia

37.9 +/- 0.1
Median age in the United States

Housing Value

$339,600 +/- $6,591
Median housing value in James City County, Virginia

$204,900 +/- $173
Median housing value in the United States

Income

$83,048 +/- $2,991
Median household income in James City County, Virginia

$60,293 +/- $140
Median household income in the United States

Educational Attainment

95.0% +/- 0.7%
High school graduate or higher in James City County, Virginia

87.7% +/- 0.1%
High school graduate or higher in the United States

Renter Costs

$1,248 +/- $64
Median gross rent in James City County, Virginia

$1,023 +/- $2
Median gross rent in the United States

Source: ACS 5-year estimates

V. Resources

Resources

Demographic data is gathered from a range of federal, state and local agencies. While the U.S. decennial census is the best-known survey method, the American Community Survey (ACS) and the Weldon Cooper Center for Public Service at the University of Virginia (Weldon Cooper Center) are also significant resources. The ACS is an ongoing nationwide survey conducted by the U.S. Census Bureau that collects annual data such as age, sex, race, family and relationships, income, and housing for jurisdictions with population above 65,000 (for localities with population under 65,000, the ACS produces estimates every three and five years). The Weldon Cooper Center develops and releases the official population estimates for Virginia, its counties and independent cities every year between decennial censuses. Currently, the Weldon Cooper Center is also responsible for producing detailed population projections for the Virginia Employment Commission (VEC). Locally, the Hampton Roads Planning District Commission (HRPDC) and the Williamsburg-James City County School Board monitor demographic changes, as do the James City County Departments of Financial and Management Services and Community Development.

Web Addresses

Census Bureau: https://www.census.gov/
Weldon Cooper Center for Public Service at the University of Virginia: https://demographics.coopercenter.org/
Hampton Roads Planning District Commission (HRPDC): https://www.hrpdcva.gov/
Virginia Employment Commission: https://www.vec.virginia.gov/
National Council in Aging: https://www.ncoa.org/news/resources-for-reporters/get-the-facts/falls-prevention-facts/
Senior Services Coalition: https://resources.caregiver.com/listing/senior-services-coalition-of-greater-williamsburg.html

Census Narrative Reports

Narrative report for James City County: https://www.census.gov/acs/www/data/data-tables-and-tools/narrative-profiles/2018/report.php?geotype=county&state=51&county=095
Narrative report for Williamsburg: https://www.census.gov/acs/www/data/data-tables-and-tools/narrative-profiles/2018/report.php?geotype=county&state=51&county=830
Narrative report for York: https://www.census.gov/acs/www/data/data-tables-and-tools/narrative-profiles/2018/report.php?geotype=county&state=51&county=199
Narrative report for MSA: https://www.census.gov/acs/www/data/data-tables-and-tools/narrative-profiles/2018/report.php?geotype=msa&msa=47260

Narrative report for VA: https://www.census.gov/acs/www/data/data-tables-and-tools/narrative-profiles/2018/report.php?geotype=state&state=51

Glossary:

- **American Community Survey.** American Community Survey (ACS) conducted by the US Census Bureau provides estimates of the characteristics of a population over a specific time period. The ACS collects data from the 50 states, Washington, DC, and Puerto Rico. It is a continuous survey, in which each month a sample of housing unit addresses receives a questionnaire, with approximately three million addresses surveyed each year. Each year the survey produces data pooled to produce 1-year, 3-year, and 5-year estimates for geographic areas in the US and Puerto Rico, ranging from neighborhoods to congressional districts to the entire nation. Data for each release of the 5-year estimates were collected over a 5-year period ending December 31 of the reference year (eg, data in the 2014-2018 5-year estimates were collected January 1, 2014-December 31, 2018. The statistics reported represent the characteristics of the population for the entire period vs a specific year within that period. The 5-year estimates are published for areas with populations of all sizes and are the most reliable and precise of the ACS period estimates as well as the most comprehensive, albeit the least current. (The 1-year and 3-year estimates provide data on areas with populations of 65,000+ and 20,000+, respectively. Note that the ACS 3-year estimates were discontinued with the 2011-2013 release). The ACS estimates provide information about the social and economic needs of communities and are used to help determine how more than $400 billion in federal and state funds are distributed each year. It is conducted under the authority of Title 13, United States Code, Sections 141 and 193. Note that counts of the population are provided by the Census of Population and Housing conducted by the US Census Bureau every 10 years; and official estimates of the population are derived from the previous census and from the Census Bureau's Population Estimates Program.

- **Ethnicity.** Is a category of people who identify which each other, usually on the basis of presumed similarities such as a common language, ancestry, history, society, culture, nation, religion, race, or social treatment within the residing area.

- **Family.** According to the Census Bureau's definition, a family is a group of two people or more (one of whom is the householder) related by birth, marriage, or adoption and residing together; all such people (including related subfamily members) are considered as members of one family.

- **Foreign Born Population.** The foreign-born population is comprised of those individuals who were not U.S. citizens at birth. It includes naturalized citizens, legal permanent residents (green card holders), temporary workers, foreign students, and illegal immigrants.

- **MSA.** A Metropolitan Statistical Area (MSA) is a region that consists of a city and surrounding communities that are linked by social and economic factors, as established by the Office of Management and Budget (OMB). The Bureau of Labor Statistics (BLS) uses MSA data to analyze labor market conditions with a geographical areas. James City County is part of the Hampton Roads MSA.

- **Poverty.** Following the Office of Management and Budget's (OMB) Statistical Policy Directive 14, but they are updated for inflation using the Consumer Price Index (CPI-U). The official poverty definition uses money income before taxes and does not include capital gains or noncash benefits (such as public housing, Medicaid, and food stamps).

- **Race.** Race is a grouping of humans based on shared physical or social qualities into categories generally viewed as distinct by society.

Goals, Strategies, and Actions

Goal

PN – Provide the means for all citizens, especially youth and seniors, to have safe, affordable, and convenient access to programs, services, and activities.

Strategies and Actions

PN 1 – Promote public transportation services and multi-modal access, including future greenway connections, in partnership with the Williamsburg Area Transit Authority.

- PN 1.1 – Promote public transportation and mobile services stops, within or adjacent to, new high density and multi-family housing and senior living communities.

- PN 1.2 – Encourage retrofit of existing high density and multi-family developments and senior living communities to provide stops for public transportation and mobile services.

- PN 1.3 – Make youth and senior destinations more accessible from home and school, by foot and bicycle, by implementing the bikeway, Sidewalk, Greenway, and Parks and Recreation master plans into the design of new development proposals.

- PN 1.4– Interconnect and create pedestrian and bikeway networks that serve destinations by using the bikeway, Sidewalk, and Greenway master plans as guides.

- PN 1.5 – Develop new partnerships and alternative means to increase the County's ability to provide transportation services.

- PN 1.6 – Promote a variety of transportation options to address the needs of individuals with special health issues and a range of physical abilities.

PN 2 – Provide recreational activities and locations geared toward specific interests and ages of youth, adults, and seniors.

- PN 2.1 – Ensure that children and youth have adequate and safe facilities where they may participate in programs and services, including child care and where appropriate, home-based child care businesses.

- PN 2.2 – Collaborate with Child Development Resources to promote the importance of quality preschool service and affordable childcare as referenced in its plan, Virginia's Plan for Smart Beginnings.

- PN 2.3 – Ensure that seniors have adequate and safe facilities where they may participate in programs and services, including adult care and where appropriate, home-based adult care businesses.

- PN 2.4 – Encourage and promote additional safe and licensed child care businesses, including home-based child care, near adequate and accessible transportation routes.

- PN 2.5 – Encourage and promote additional safe and licensed adult care businesses, including home-based adult care, near adequate and accessible transportation routes.

- PN 2.6 – Assess recreational interests of County youth and seniors and form partnerships to create or enhance programs and facilities to serve these interests, and explore the preferred development and operations model for these programs and facilities given the character of the community.

- PN 2.7 – Promote community arts and recreational activities inclusive of all ages and cultures by publicizing private activities and internally prioritizing programs that meet these needs.

- PN 2.8 – Conduct a survey every five years through the Youth Advisory Council to identify and prioritize ideas for recreational activities/locations for youth.

PN 3 – Advocate cost structures that promote all citizens', especially youths' or seniors', ability to participate in programs, services, and events; to visit facilities; and to access health care and housing.

- PN 3.1 – Continue to pro-rate membership to community centers and cost of programs according to income.

- PN 3.2 – Continue to support quality pre-school services for all at-risk children.

- PN 3.3 – Promote community health care centers for persons of all ages and cultures within close proximity to where people live.

- PN 3.4 – Promote affordable senior housing options, from independent living to Continuing Care Retirement Communities (CCRCs) and skilled care, for all.

- PN 3.5 – Continue to offer free times at the James City County Recreation Center.

- PN 3.6 – Continue to provide free access to the Abram Frink Jr. Community Center for youth.

- PN 3.7 – Increase the participation of eligible families enrolled in the Family Access to Medical Insurance Security Plan (FAMIS) and Food Stamps programs by increasing their awareness of the plans.

- PN 3.8 – Seek grant funding to construct affordable senior housing.

PN 4 – Coordinate public and private programs and services for citizens, especially youth and seniors, in James City County and increase awareness of services.

- PN 4.1 – Implement the specific strategies proposed in the James City County Department of Community Services Strategic Plan for Children and Youth.

- PN 4.2 – Educate citizens about and promote available physical health, mental health, and social services benefits.

- PN 4.3 – Work with the Senior Services Coalition to implement the strategic plan for seniors.

- PN 4.4 – Participate in the development of community wide needs assessments and strategic plans initiated by community organizations and develop a process for staff to report on the progress of these efforts to the Board of Supervisors.

PN 5 – **Promote citizen access to, and knowledge about, technological resources.**

- PN 5.1 – Facilitate extension or improvement of communications coverage in under-served areas of the County.

- PN 5.2 – Provide access to hardware, software, and training so that all citizens can benefit fully from Web-based services and information.

Population

Planning Commission Working Group

September 14, 2020

Items for Review Today

- Technical Report

- Technical Appendix

- Community Guidance

- GSAs - from 2035 Comprehensive Plan

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Population at-a-glance

Current Total Population

74,153

Median Age

46.4 years old

Median Household Income

$83,048

Population under 18 years old:

20.4% of the population

Population 65 and older:

24.2% of the population

Race Distribution:

White:

80.4% of the population

Black or African American:

13.2% of the population

Other races:

6.4% population

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Population and Growth

Population growth

	1990	2000	2010	2018
James City County	**34,859**	**48,102**	**67,009**	**74,153**
York County	42,434	56,297	65,467	67,587
Williamsburg	11,530	11,998	14,068	14,788
MSA	1,396,107	1,578,513	1,648,136	1,722,001
VA	6,187,358	7,078,513	8,001,024	8,413,774
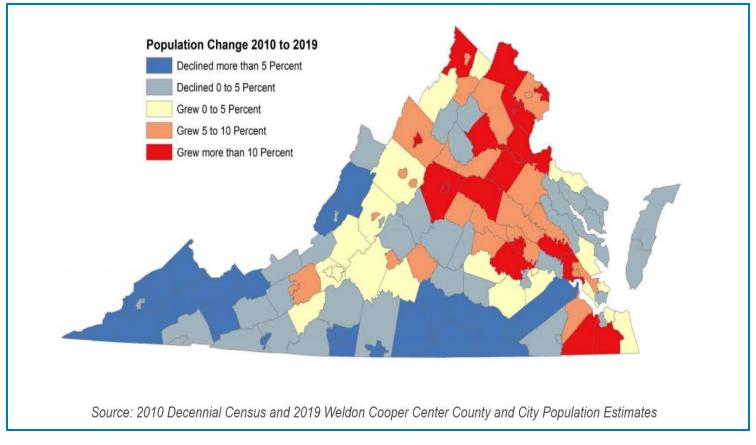
Source: U.S. Census Bureau, Decennial Census 1990-2010. 2018, 5-year ACS estimates

Percent growth per decade for James City County

	1980-1990	1990-2000	2000-2010
James City County	**53.6% (5.36)**	**37.6% (3.76)**	**39.3% (3.93)**

Source: U.S. Census Bureau, Decennial Census

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Population Change in Virginia between 2010 and 2019

Source: 2010 Decennial Census and 2019 Weldon Cooper Center County and City Population Estimates

- During the high population growth rate of the 2000-2010 period, the County was the 5th fastest growing locality in Virginia.

- Between 2010 and 2018, the County was the 11th fastest growing locality in the state.

Age

Median Age Comparison, 1990-2010; and 2018

	1990	2000	2010	2018
James City County	34.3	40.8	44.9	46.4
York County	32.8	36.5	39.4	39.5
Williamsburg	22.5	22.6	23.1	24.6
MSA	297	35.2	35.3	35.9
VA	32.5	35.7	37.5	38.1

Source: U.S. Census Bureau, Decennial Census 1990-2010. 2018, 5-year ACS estimates

- The median age in the County increased by 35% from 1990 to 2018, a greater increase than other localities, the Hampton Roads MSA and state.

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Age

Age Cohort , 1990-2010; 2018.

	1990	2000	2010	2018
Total population	34,859	48,102	67,009	74,153
Under 5	7.7%	5.6%	5.2%	4.9%
5 to 19	19.7%	19.5%	18.2%	17.9%
20 to 64	61.6%	58.1%	55.9%	53.0%
65 and over	11.5%	16.8%	20.6%	24.25

Source: U.S. Census Bureau, Decennial Census 1990-2010. 2018, 5-year ACS estimates

- In 2018, the 65 and older population represented almost a quarter of the total population of the County

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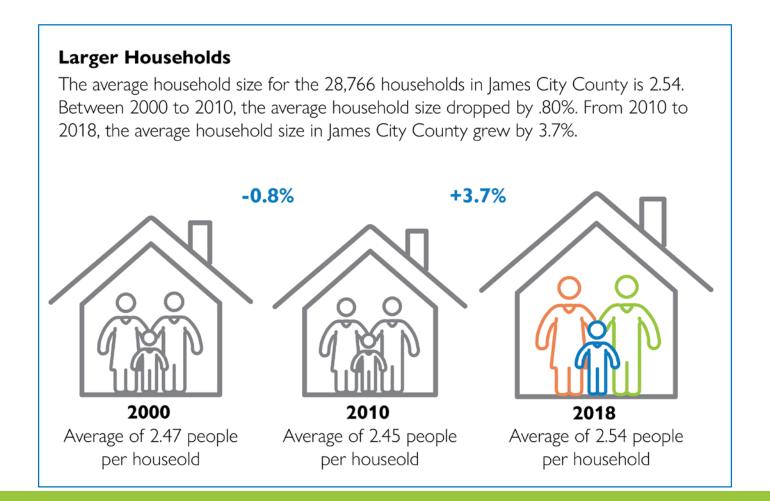
Race

Population by Race and Ethnicity in 2018

	White Alone	Black or African American Alone	Others	Hispanic of any race
James City County	80.4%	13.2%	3.1%	5.6%
York County	75.5%	13.0%	7.1%	6.2%
Williamsburg	74.5%	14.0%	7.0%	7.1%
MSA	59.2%	30.6%	10.0%	6.6%
Virginia	68.0%	19.2%	12.8%	9.2%

Source: U.S. Census Bureau, Decennial Census 1990-2010. 2018, 5-year ACS estimates

- The racial composition of the County is similar to that of York County and the City of Williamsburg. However, the Hampton Roads MSA and the state have higher percentages of racial diversity.

Average Household Size

Larger Households

The average household size for the 28,766 households in James City County is 2.54. Between 2000 to 2010, the average household size dropped by .80%. From 2010 to 2018, the average household size in James City County grew by 3.7%.

-0.8%

+3.7%

2000
Average of 2.47 people per houseold

2010
Average of 2.45 people per houseold

2018
Average of 2.54 people per household

Educational Attainment

Percent of population with Bachelor's Degree or Higher, 1990-2010; 2018

	1990	2000	2010	2018
James City County	32.9%	41.5%	44.7%	49.6%
York County	28.9%	37.3%	43.6%	45.4%
Williamsburg	42.9%	45.1%	43.3%	56.7%
MSA	20.1%	23.8%	28.6%	31.5%
VA	24.5%	29.6%	34.2%	38.2%

Source: Census Bureau Decennial Census 1990, 2000; 2010 and 2018, 5-year ACS estimates

- The number of people with a bachelor's degree or higher shows an upward trend, with numbers increasing not only for the County but for the Hampton Roads area as well.
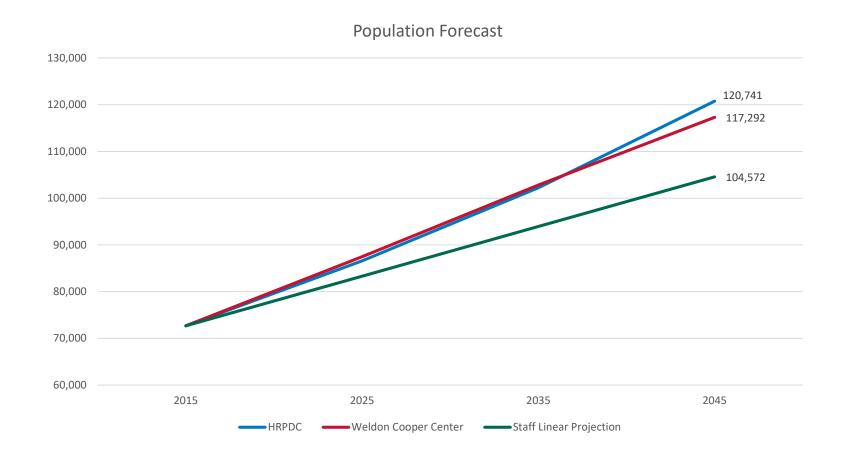
Median Household Income

Median Income Over Time, 1990-2010; 2018

	1990	2000	2010	2018
James City County	$39,785	$55,594	$73,903	$83,048
York County	$40,363	$57,956	$79,120	$90,367
Williamsburg	$25,393	$37,093	$50,794	$56,163
MSA	$34,785	$42,448	$57,605	$64,534
VA	$33,328	$46,677	$60,674	$71,564

Source: Census Bureau Decennial Census 1990, 2000; 2010-2018 5-year ACS estimates

- Median income has continued to grow in the County over the years. The County's median income increased 3.97% between 1990 and 2000 and 3.29% between 2000 and 2010. Since 2010, the County's income has increased 1.54%.

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Age Cohort Projection

Age Cohort Projection, 2030 and 2040. Percentage

	Estimate 2018	Projection 2030	Projection 2040
Under 5	3,622 (4.8%)	4,972 (4.5%)	6,055 (4.4%)
5 to 19	13,269 (18%)	16,539 (15%)	21,027 (15%)
20 to64	39,332 (53%)	51,385 (47%)	63,066 (46%)
65 and older	17,930 (24%)	36,127 (33%)	46,579 (34%)

Source: Weldon Cooper Center

ENGAGE 2045 James City County

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Youth

Age cohort 19 and younger over time and projection

	1990	2000	2010	2018	2030	2040
Under 5	7.7%	5.6%	5.2%	4.9%	4.5%	4.4%
5 to 19	19.7%	19.5%	18.2%	17.9%	15%	15%

Source: U.S. Census Bureau, Decennial Census 1990-2010. 2018, 5-year ACS estimates; Weldon Cooper

Youth needs and services

- Needs
- Programs and Services

Seniors

Age cohort 65 and older over time and projection

	1990	2000	2010	2018	2030	2040
65 and over	11.5%	16.8%	20.6%	24.2%	33%	34%

Source: U.S. Census Bureau, Decennial Census 1990-2010. 2018, 5-year ACS estimates; Weldon Cooper

- Needs
- Programs and Services

Technical Appendix

- The technical appendix contain the majority of the raw demographic data in table and graphic forms with some limited text.

- In addition to typical demographic information the technical appendix also contains:
  - At-a-Glance demographic information for James City County;
  - Demographic information for the County's 11 census tracts; and
  - Information about the 2019 Homelessness Point in Time Count.

- After the 2020 Census data is released staff intends to update the technical appendix and post the updated version for the public.

ENGAGE 2045 James City County

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Community Guidance

- Through the survey and the first found of public engagement, one of the public engagement themes that most directly relates to this chapter is: "Enhance the quality of life with additional amenities."

- Concerns about the rate of growth and development, and loss of rural qualities and character.

- The need to meet seniors' unique needs, including access to high-quality, low-cost medical care, and the need for housing stock that can accommodate the increasing population of older adults in need of senior living facilities.

- The importance of investing in the youngest generation and fostering a family-friendly atmosphere.

GSA's

- For this initial review, staff has not revised the Goals, Strategies, and Actions that were adopted for the Toward 2035 Leading the Way Comprehensive Plan.

- Staff is currently beginning to examine potential revisions to the GSAs and has tentatively identified some actions to be potentially revised.

- Members of the PCWG are welcome to provide initial suggestions and comments regarding the revision the of GSAs, and to provide suggestions for questions to include in the next round of public input.